

Leaks to Lawns:

Uncovering Customer Barriers and Opportunities

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BeWaterSmart.info

Regional Water Authority



BE WATER SMART

The Challenge: Landscape Overwatering

- Most household water use occurs outdoors
- 30% is wasted due to overwatering and evaporation
- GOAL: Understand customer problems related to landscape watering and care that water providers can help solve



CHECK THE SOIL
AND SAVE

A MOISTURE METER TELLS YOU
IF YOUR YARD NEEDS WATER
LEARN MORE AT BEWATERSMART.INFO

The Challenge: Household Leaks

- Average home loses nearly 10,000 gallons of water per year
- 10% of homes have leaks that waste 90 gallons per day
- Emerging conservation laws in California emphasize stopping leaks at homes and within systems
- Public opinion research on leaks nearly non-existent
- GOAL: Understand customer perceptions, barriers and benefits to fixing household leaks

Focus Group Research

- Two focus groups held January 16, 2020
- 20 residential customers from throughout the Sacramento region, ages 28-77
- Our goals were to more fully understand:
 - Barriers and benefits to finding and fixing household leaks
 - Current landscape watering practices, including how often they change their sprinkler timer
 - New problems with landscape watering and care (that water providers could help resolve)
 - Barriers and benefits to upgrading to efficient rotator sprinklers
 - Feedback on potential creative concepts

QUIZ ON LEAKS!

Write Your Answer in the Comments Box

Think... “How Would a Customer Answer?”



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FOCUS GROUP QUIZ!

True or False

People are Willing to go
Around Their House
Proactively Looking
for Leaks

FOCUS GROUP QUIZ!

True or False

FALSE

FOCUS GROUP QUIZ!

Fill in the Blank

The Most Frequently
Cited Reason for
Repairing Water Leaks
is to...

FOCUS GROUP QUIZ!

Fill in the Blank

PREVENT
PROPERTY
DAMAGE

FOCUS GROUP QUIZ!

Open-Ended

On Average, How Long
Does it Take for
Someone to Fix a Leak?

FOCUS GROUP QUIZ!

Open-Ended

IT DEPENDS

Focus Group Findings

- Participants were skeptical of statistics on water lost to leaks
 - Stats on showers less believable than stats on laundry
- The concept of “Fix a Leak Week” did not resonate
 - People want to fix leaks when they have to

More Than a Drop in the Bucket

The average running toilet can waste
200 gallons of water per day

That's enough for
600 dog baths every month



Learn more about leaks
and how to fix them at
BeWaterSmart.info

More Than a Drop in the Bucket

A small sprinkler leak
can waste 6,000 gallons
of water per month

That's enough to fill
660 of these buckets

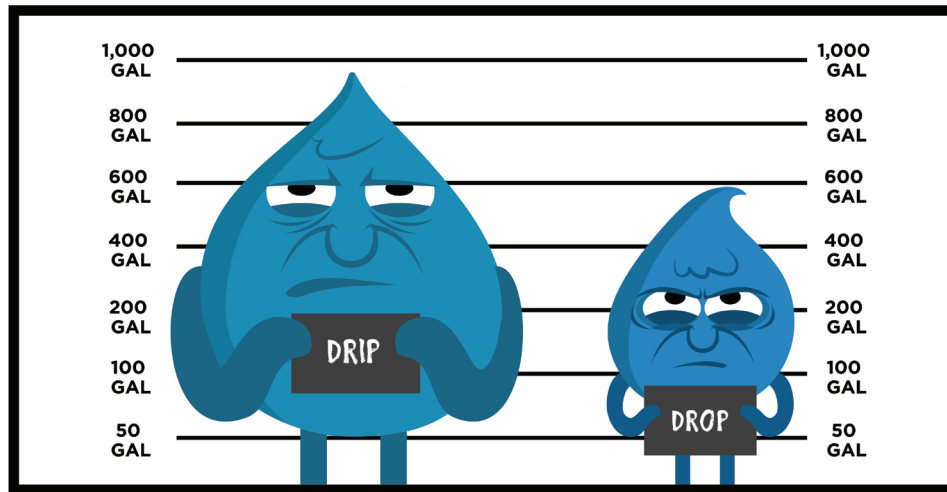


Learn more about leaks and how
to fix them at BeWaterSmart.info

★ WANTED ★

FOR WASTING WATER

**GUILTY OF DRIPPING FROM SHOWERHEADS,
RUNNING TOILETS, AND SOAKING YARDS**



Be a Leak Detective

Visit BeWaterSmart.info to learn
how to stop these wasteful droplets



Leaks are More Common Than You Think

The average home wastes 10,000 gallons of water per year to leaks.

That's enough to fill 5,000 beverages.



Be a Leak Detective

Learn how at BeWaterSmart.info

QUIZ ON LAWNS!

Write Your Answer in the Comments Box

Think... “How Would a Customer Answer?”



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FOCUS GROUP QUIZ!

True or False...

Participants Associate
Overwatering With
Killing Plants

FOCUS GROUP QUIZ!

True or False...

FALSE

FOCUS GROUP QUIZ!

Open-Ended

Name 2 Ways People
Know When/How
Long to Water
Their Yard

FOCUS GROUP QUIZ!

Open-Ended

“I KNOW BY THE WEATHER”

“IT’S A FEEL FOR ME”

“WE GO BY THE RULES”

“BECAUSE MY WIFE
SAID SO”

“I TRY TO BE PROACTIVE
AND WATER EVERY DAY”

FOCUS GROUP QUIZ!

Open-Ended

A Rotary Sprinkler
Nozzle Reminds
People of What
Household Item?

FOCUS GROUP QUIZ!

Open-Ended



Focus Group Findings

Rotary Nozzles

- Most were unfamiliar with rotary nozzles
- Motivator for installing: saving water while having a nice lawn
- Barriers to installing: concerns about complexity and time or that the entire system would need to be replaced
- Cost was not a barrier

Focus Group Findings

Lawn Watering and Care

- Most said they check sprinklers only when there is a problem rather than routinely in spring
- When people have problems, they most often turn to family and friends, followed by the Internet
- They are interested in hiring a professional with special training but would only pay more for a large project (such as re-landscaping)

WATER SAVER



The best path to healthy and happy plants is to deliver the right amount of water. Check the soil with a moisture meter to see if your plants are thirsty.

Get a free moisture meter at BeWaterSmart.info





Overwatering?

Find tips on how much water your
yard really needs at BeWaterSmart.info



Does Bigfoot Exist?

Maybe. But we do know that
a moisture meter can tell you
if your yard needs water.



Learn more at BeWaterSmart.info

QUESTIONS?



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Thank You!

Amy Talbot

RWA Water Efficiency Program Manager
atalbot@rwah2o.org or (916) 967-7692

Christine Kohn, APR

IN Communications
christine@INprOnline.com or (916) 548-8988



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