

How to Sell Conservation

Assembly Select Committee Hearing on Water
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Why Sell Conservation?

- Water agencies need to reduce demand to prevent allocations
- Conservation is part of a statewide goal to reduce water usage 20% by 2020
- Customers aware of water shortage and want to do the right thing, just not sure how
 - Public agencies need to do a better job of informing the public of how they can save water
 - Customers want water agencies to be more proactive
- Requests for speakers and representation at events has greatly increased over past 6 months
 - Customers want to help raise awareness of water issues



Key Strategies Utilized

- Focus on doing more with less vs. personal sacrifice
- Tell customers how they can save water – most people don't know how
 - Make it simple and easy
 - Changes must be permanent
- Make saving water fun for kids
 - Educate parents through their children
- Help customers understand how much water they use and where (indoor vs. outdoor)
 - Promote CA Friendly and native plants



Water: Do More with Less

- Campaign sponsored by MWDOC and the Family of Orange County Water Agencies



- Program goals: raise awareness, promote conservation

- Implementation:

- Staff booths at community events
 - OC Fair
 - Assemblyman Solorio Open House
 - Hurley US Open of Surfing
 - Fountain Valley Summerfest
- Develop strategic partnerships
 - Hurley
 - Transworld Media
- Utilize local and electronic media
 - YouTube
 - Local media press conference



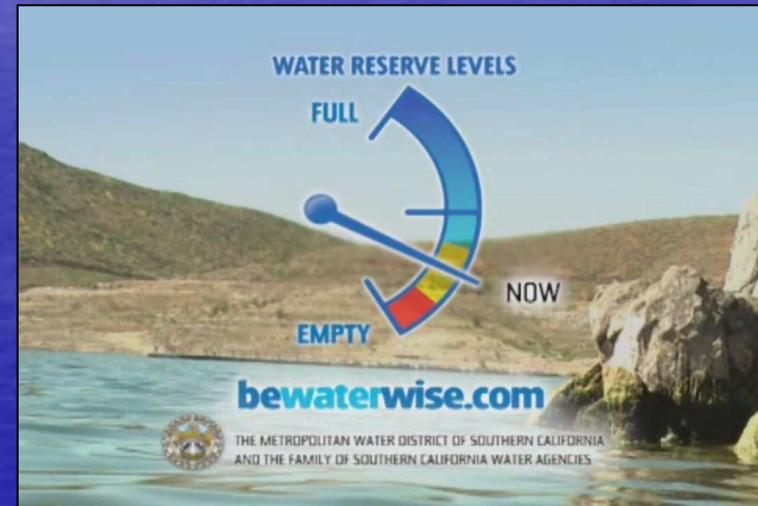
Campaign Results

- More than **17,000 interactions**
- Increased awareness of campaign and water shortage
- Public service announcement feat. world champion surfer Rob Machado
- Press event with Hurley and City of Huntington Beach at US Open of Surfing
- Currently developing poll to gauge change in public awareness



Metropolitan Outreach

- “Move the Needle” campaign - encourages residents to save water and help move the needle
 - Radio (6 languages)
 - Television
 - Vignettes with local weathercasters
 - Online, search engine
 - Social marketing
- Ads will continue in 09-10
- Campaign results:
 - Campaign awareness increased from 65% to 82%
 - 89% of those aware claim to have taken action to save water
 - Drought awareness increased from 63% to 82%



LA DWP Outreach

- Mandatory water conservation outreach
 - Radio, TV, and print media interviews
 - Website and collateral
 - Ads in local newspapers
 - Bill inserts and direct mail letters
 - Social media – Twitter
 - Door hanger program
 - “Neighbors helping neighbors”
 - Water conservation patrol staff
 - Digital sign at the Coliseum
 - Presentations to community groups and councils



Marketing of Rebate Programs

- Rebates on water-saving devices
- Target: water-inefficient devices



- Methodology: distribute information via multiple mediums
- Strategy: incentivize purchase of water-efficient devices; emphasize potential for lower water bills

Marketing methods - Metropolitan		Marketing methods - MWDOC	
Radio ads	TV commercials	Bill inserts	Newsletter articles
Event booths	Retail Displays	Event booths	Magazine ads
Website, printed materials		Website, printed materials	

WaterSmart Hotel Program

- Multi-faceted program for hotels: surveys, facility reports, rebates, implementation assistance
- Target: pre-1992 hotels that have not upgraded to HETs
- Methodology: utilize existing relationships; develop key partnerships
- Strategy: show hotels that they can make water-saving changes while maintaining high level of customer service

Marketing methods

Personal phone calls

Website, printed materials

Materials distributed via direct mail and in-person

Coordination with other utilities and professional organizations



Industrial Program

- Provide incentives and engineering surveys to identify water-saving opportunities for industrial customers
- Target: industrial sites with high water consumption
- Methodology: work with client agencies, OCSD, and vendors; utilize existing relationships with businesses
- Strategy: show customers that the same products can be made using less water; participation will result in lower water bills

Marketing methods

Personal phone calls

Website, printed materials

Materials distributed via direct mail and in-person

Coordination with other utilities and professional organizations



Landscape Performance Certification Program (LPCP)

- Free water management program for HOAs, landscapers, and property managers
- Target: dedicated irrigation meters
- Methodology: develop custom water budget for each meter, reports compare budget to actual usage
- Strategy: reports allow property managers to identify areas that are over-watered; enhances accountability

Marketing methods

Client agency referrals

Website, printed materials

Materials distributed at industry, community events

Presentations to HOAs, property management companies



Success to Date

- Water savings from rebates, hotel, industrial, and LPCP programs = 133,144 acre-feet (O.C.)
 - LPCLP: average water savings per meter per day = 765 gallons
 - Marcel Electronics International (Industrial Program participant) saving 43 acre-feet per year
 - Three additional Industrial program participants expected to save 135 acre-feet per year
- Installed more than 523,685 water efficiency devices and 466,894 square feet of synthetic turf
- Since 2001, MWDOC has received nearly \$33 million in conservation funding from Metropolitan and other local, state and federal sources



Questions? Comments?

Thank you.

