

# Click-Through to Conservation:

## Using Data to Drive Customer Engagement

Martha Wright

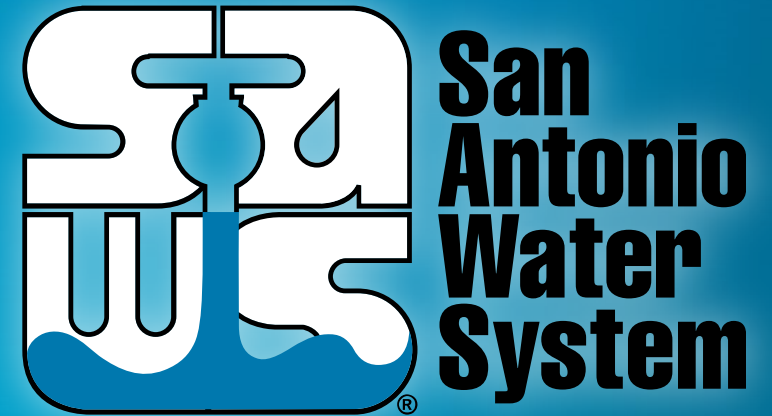
Conservation Resource Analyst

Sasha Kodet

Conservation Planner

CTWC Symposium

March 30, 2021

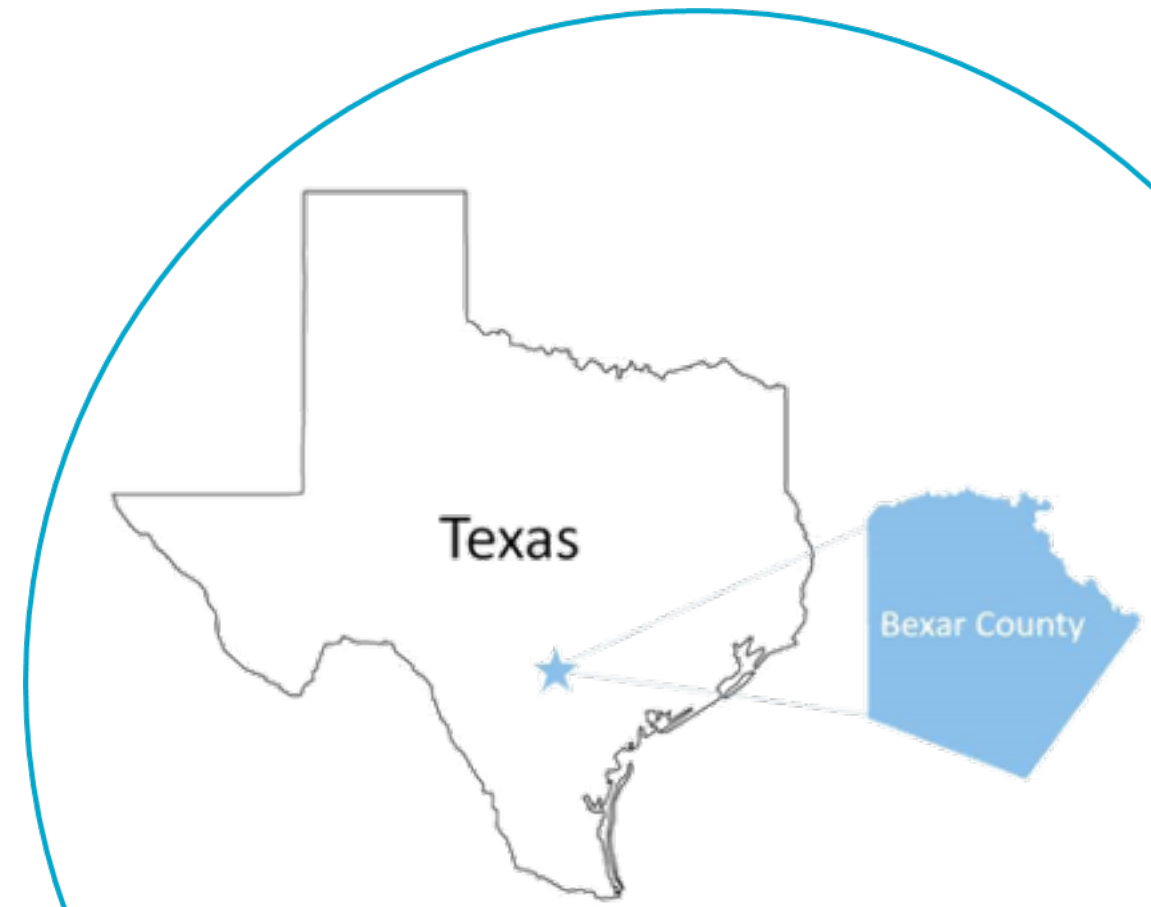
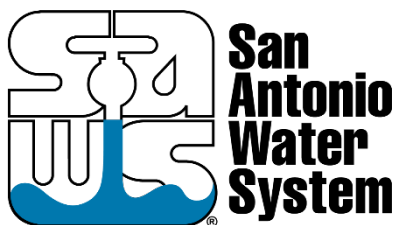


MAKING SAN ANTONIO  
**WATERFUL**



# San Antonio Water System

- 1.8 million served water & wastewater
- Produce and deliver water
- Over 500,000 accounts
- Diverse Customer Base
  - 71% volume residential (indoor & outdoor)
  - 23% volume commercial/industrial
  - 6% volume commercial landscape irrigation
- Conservation Drivers
  - Fast growing region
  - Drought prone with strict aquifer regulations
  - Part of San Antonio culture





# Neighborhood Messaging





Messaging  
within a  
Neighborhood



# Messaging within a Neighborhood



# General to Data-Driven Marketing

Personalized messaging is more meaningful

- Bill Insert – message to all customers

## Winter Averaging

Determines Your Sewer Charge for **2020**

Using less water this winter can actually lower your SAWS bill throughout 2020.

SAWS residential sewer charges are based on your average winter water use. So watering your landscape less now can add up to big savings all year long.

SAWS calculates your winter average based on three complete billing cycles from mid-November to mid-March — the lowest-water-use months of the year. This determines your sewer charge for the whole year.

**Save water now, save money later.**

**YOUR WATER USE WAS 18,702 GALLONS.**

YOUR NEIGHBORHOOD AVERAGE WATER USE WAS 9,674 GALLONS.

SAWS RESIDENTIAL AVERAGE WATER USE WAS 7,152 GALLONS.

(SEE CURRENT BILL CALCULATION ON REVERSE SIDE)

**PERSONALIZED MESSAGE**

YOUR CURRENT MONTH USAGE IS MORE THAN THE SAME TIME LAST YEAR.

YOUR WINTER AVERAGE IS 11,970 GALLONS. THIS AVERAGE, BASED ON YOUR USAGE BETWEEN NOVEMBER 15 AND MARCH 15, GENERALLY REPRESENTS INDOOR WATER USE. WATER USE IN EXCESS OF THIS AVERAGE MAY BE ATTRIBUTED TO OUTDOOR APPLICATION. THIS MONTH YOUR WATER USE IS 6,733 GALLONS ABOVE YOUR WINTER AVERAGE.

# Generic Marketing

## Irrigation Consultation Sweeps

- Choose a neighborhood
  - High Use
  - New
  - Etc.
- Send mail to “Residents of Stillwater Ranch”



October 4, 2017

Dear Resident of Stillwater Ranch,

Did you know your irrigation system can use more water in a week than your family uses for all its other needs in a month? Is your irrigation system putting down more water than your landscape needs? Or, is your landscape demanding more water than you might be willing to pay for? Together, let's find out how much water and money you can save!

The Trinity Glen Rose Groundwater Conservation District (TGRGCD)\* is teaming up with SAWS Conservation Department to urge and incentivize Stillwater Ranch residents with irrigation systems to sign up for a **FREE WaterSaver Irrigation Consultation**. Upon completion of your consultation you will be given a \$50 gift coupon courtesy of TGRGCD. Through this program many customers have saved thousands of gallons of water per month while helping their landscape thrive. |

SAWS is dedicating five days just for residents of Stillwater Ranch to schedule their own consultations. The dates are **Monday, October 16, through Friday, October 20**. Here's how it works:

- A consultant will meet you at your scheduled time and check your irrigation system to determine how it's performing and evaluate existing landscape conditions (Approximately 1 hour).
- Review your irrigation controller settings to make sure they are set appropriately to meet your





# Personalized Marketing

## Data-Driven Messaging



October 9, 2018

Dear <<customer name>>,

We want to help you save money and water. In a review of our records, we noticed your household used an average of **19,451 gallons** during the 2017 winter months when SAWS sets sewer rates for your home. High water consumption during winter means higher sewer rates for you all year. To help you achieve savings, we are offering you a **FREE** WaterSaver Irrigation Consultation that may help you reduce water usage, and thus your sewer charges in 2018.

Analysis of your household water patterns revealed that your summer monthly usage average of **20,012 gallons** was similar to your winter monthly average. We usually see winter usage that is significantly lower than summer because of the cooler weather.

Our **FREE** WaterSaver Irrigation consultations typically help customers save thousands of gallons per month. The consultants we send to your home are plant and irrigation experts eager to help your landscape thrive year-round while saving money.

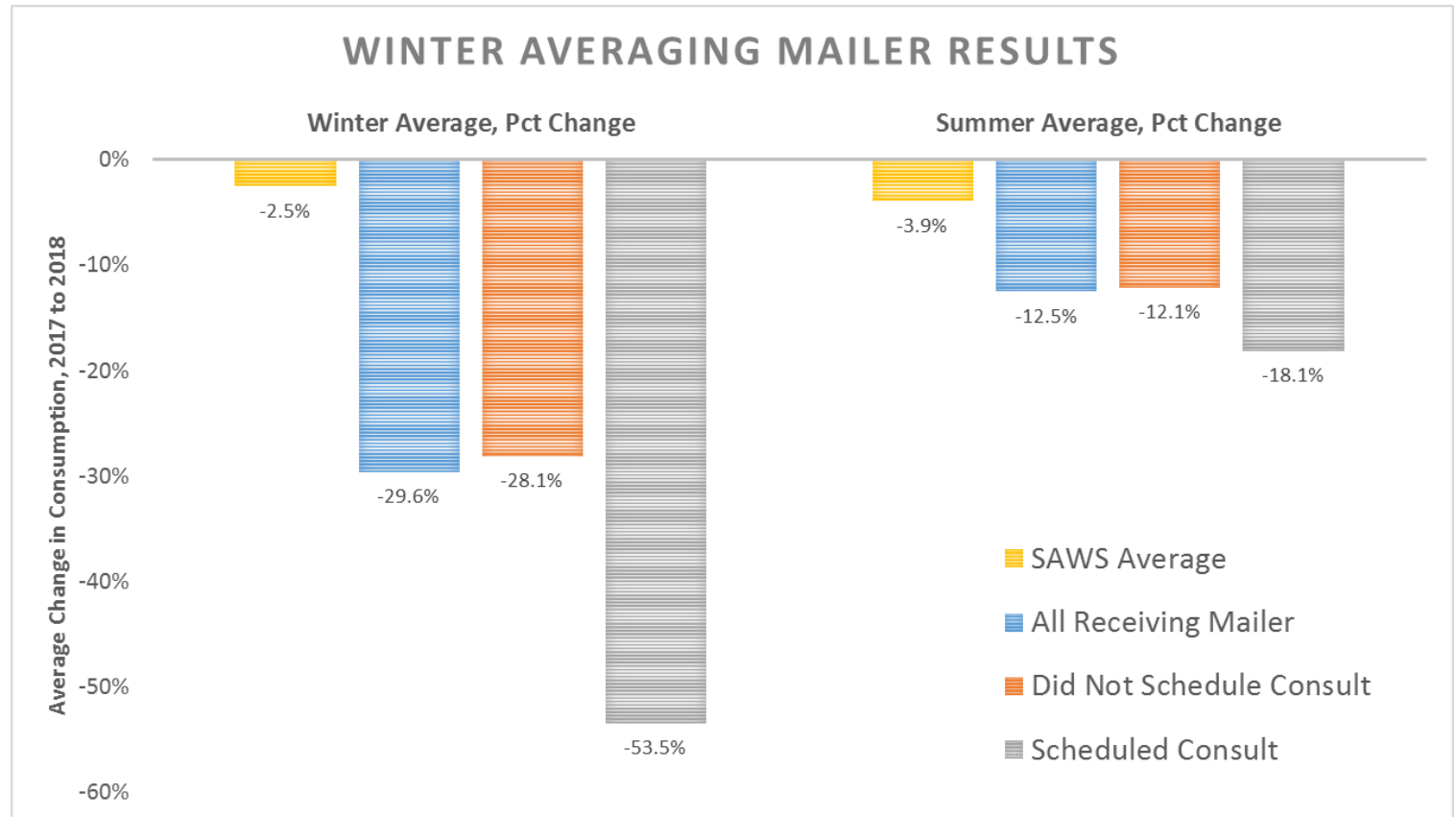
SAWS is dedicating five days for homeowners like you to schedule a one-on-one consultation. The dates are December 10 (Monday) through December 15 (Friday). After you schedule an appointment, a





# Personalized Marketing

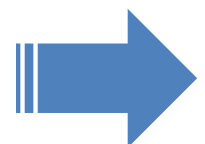
## Data-Driven Messaging



# Winter Averaging Campaign Style Messaging



Bill Insert & Press Release



47% Open Rate on Email

Newsletter Article



# Winter Averaging Campaign Style Messaging



**San Antonio Water System**  
Nov 17, 2019 at 11:00 AM

SAVE **\$\$\$\$** on Sewer Charge in 2020: Your sewer charge is based on your avg. winter water use over 3 billing cycles from mid-Nov to mid-March.

- ➔ LOCATE your "billing cycle" on bill (beneath account number)
- ➔ REFER to chart for your dates
- ➔ REDUCE water use during this time

Billing Cycle	Winter Averaging Starts	Winter Averaging Ends	Month Billed
16	Nov. 15	Feb. 20	March
17	Nov. 18	Feb. 21	March
18	Nov. 19	Feb. 24	March
19	Nov. 20	Feb. 25	March
20	Nov. 21	Feb. 26	March
21	Nov. 22	Feb. 27	April
22	Nov. 25	Feb. 28	April



**San Antonio Water System** @MySAWS · 06 Nov 19

SAVE \$\$ on Sewer Charge in 2020: Your sewer charge is based on your avg. **winter** water use over 3 billing cycles from mid-Nov to mid-March #satx

- ➔ Locate your "billing cycle" on bill
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- ➔ Reduce water use during this time

[ow.ly/LwG850x42pq](https://ow.ly/LwG850x42pq)

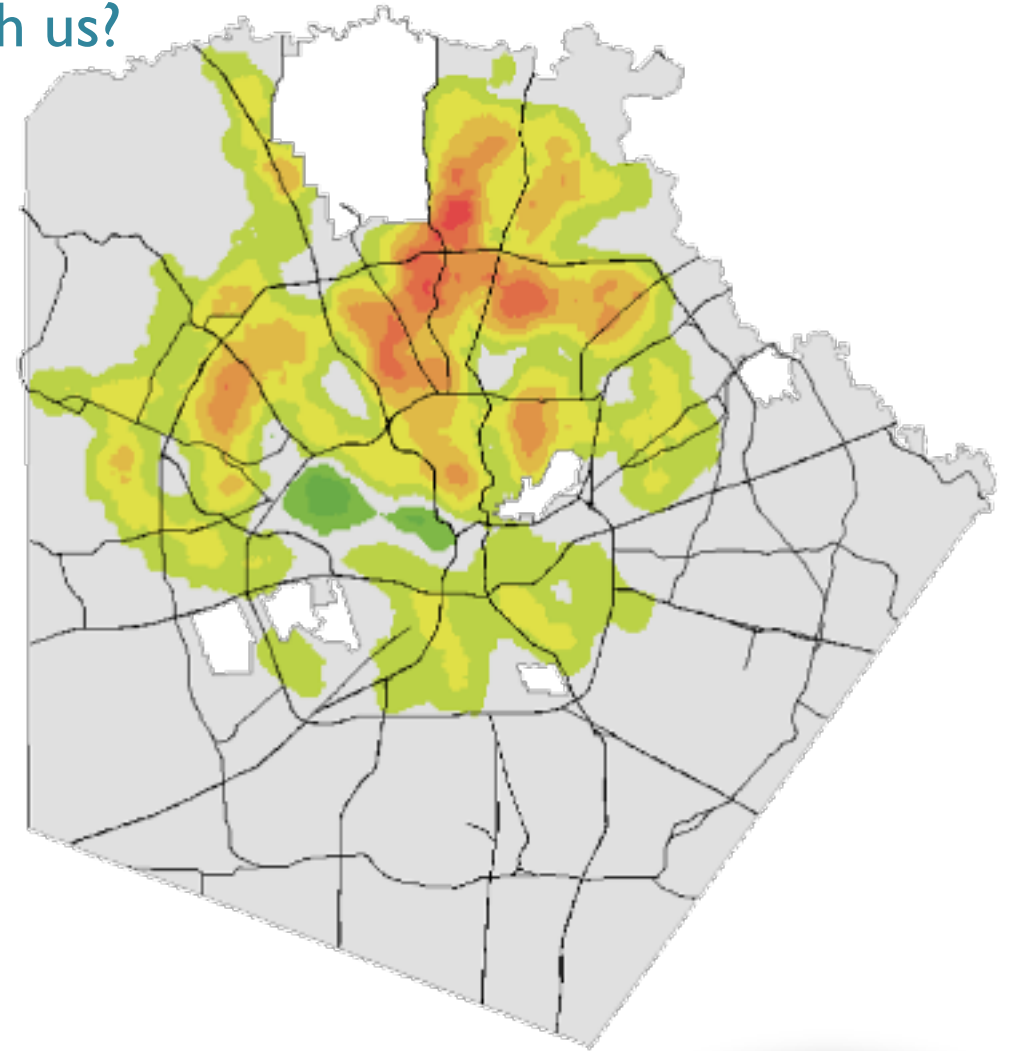
02	Nov. 26	March 2	April
03	Nov. 27	March 3	April
04	Dec. 2	March 4	April
05	Dec. 3	March 5	April
06	Dec. 4	March 6	April
07	Dec. 5	March 9	April
08	Dec. 6	March 10	April
09	Dec. 9	March 11	April
10	Dec. 10	March 12	April



# High Consumption Hot Spots

Can we reach customers before they need to reach us?

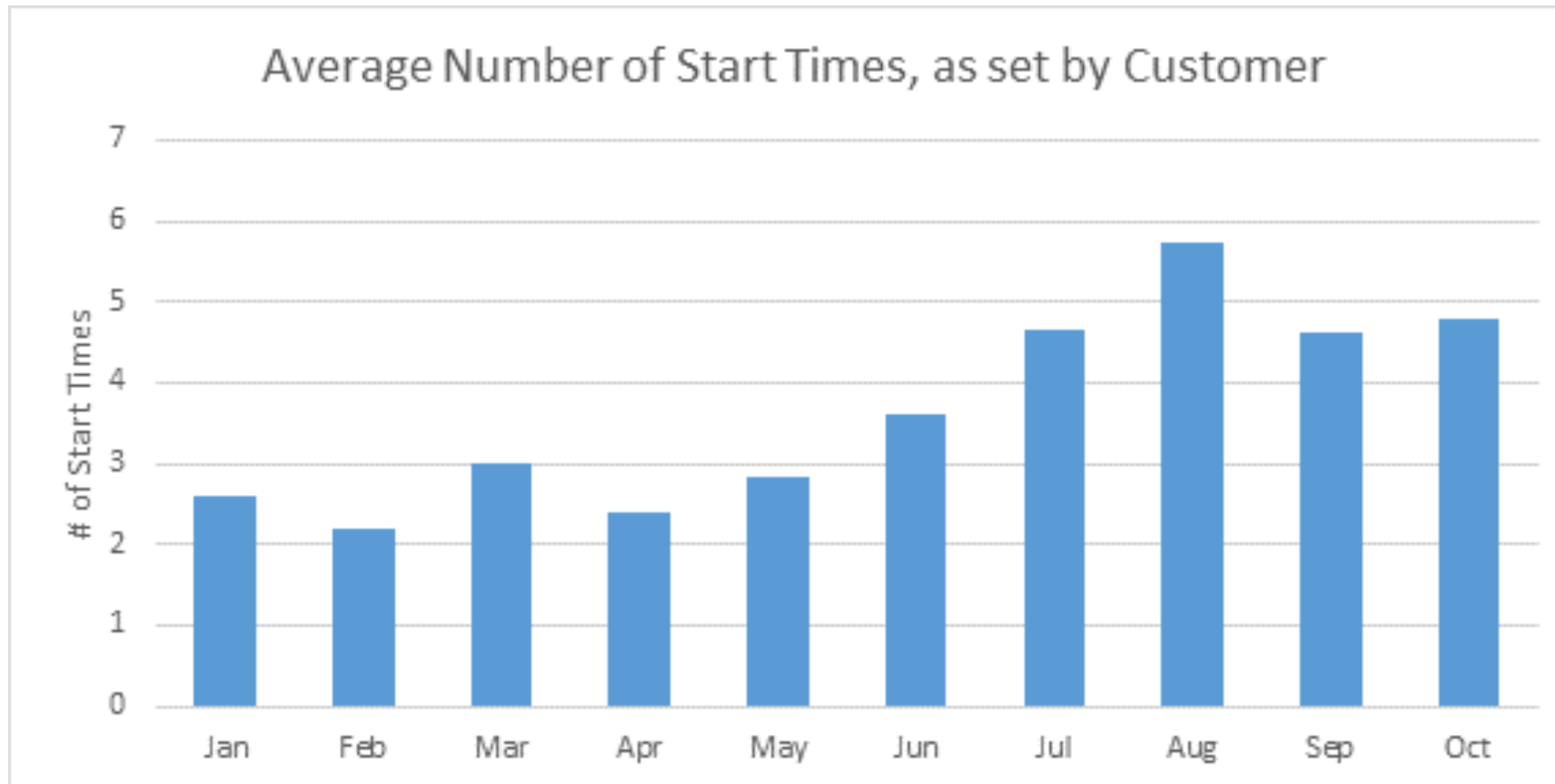
- Heat map shows a trend of the total population
- Colors represent point density related to the percent increase in consumption
- Areas lacking color tend to have homes more spread out





# Irrigation Controller

Extra start times can add up to a surprising amount of water



# Winter Averaging Campaign Style Messaging



Winter Averaging is here! Save Water Now, Save money in 2020!

From mid-November to mid-March, all your monthly water usage, indoor and outdoor, is used to calculate your 2020 sewer bill. If you lower your usage, you will lower your sewer bill. Reduce your monthly usage now:

- turn off your irrigation
- check for plumbing leaks
- don't let your water softener run consistently
- don't fill your pools

Get more information at: [SAWS.org/save-water-now-save-money-in-2020](http://SAWS.org/save-water-now-save-money-in-2020).

Want a lower water bill next year?  
Hibernate your irrigation system this winter for extra savings!

San Antonio Water System  
GARDENSTYLE.SA.COM

## WaterSmart

## Texas Public Radio Web Ad




# WaterSmart and Random Control Trials

## Additional Ways to Reach Customers

- First Year Pilot
  - Random control trial
  - 10,000+ high use customers and low-income customers
- Now, open enrollment for past (almost) 2 years
  - 45,000+ active recipients in past year
  - 10,000+ registered for portal





WaterSmart Program  
2800 US HWY 281 North  
San Antonio, TX 78212

210.704.SAVE | watersmart@SAWS.org

### YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

SERVICE ADDRESS:  
ACCOUNT NUMBER:

GO PAPERLESS. SEE ALL INFO & PRODUCTS AT:  
[www.saws.org/watersmart](http://www.saws.org/watersmart)

<RecipientID>saws1590797</RecipientID>

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Get your report by email


Thanks for doing your part to save water. Reduce your impact even more by signing up to receive your Water Report via email.

Sign up online: [www.saws.org/watersmart](http://www.saws.org/watersmart)


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**!** Brown does not mean dead

All plants have drought avoidance mechanisms. Some use unique physical characteristics, others use quick dormancy. Learn more at GardenStyle San Antonio at: <http://bit.ly/2f6FwqF>



**Your WaterScore**  
JUN 28 TO JUL 27, 2017



You used **more water** than similar households.

Gallons Per Day (GPD)  
9,724 GALLONS = 324 GPD

Top 20%	149 GPD
Average Households	233 GPD
<b>You</b>	<b>324 GPD</b>


Your water use is compared to homes in San Antonio with 3 occupants and a similar yard size.

### Your personalized action plan

Selected based on your household characteristics, yard size, and historical water use.


[Log on to update your profile](#)

Save money and protect your home with the following actions:




Check your rubber hoses

Sink, toilet, washing machine, and dishwasher hoses deteriorate over time.



Install outdoor hose timer

Attach a hose timer to your existing gardening hose to prevent overwatering.



Compost at home

Compost your vegetable scraps, eggshells, and coffee grounds.

[Log on](#)

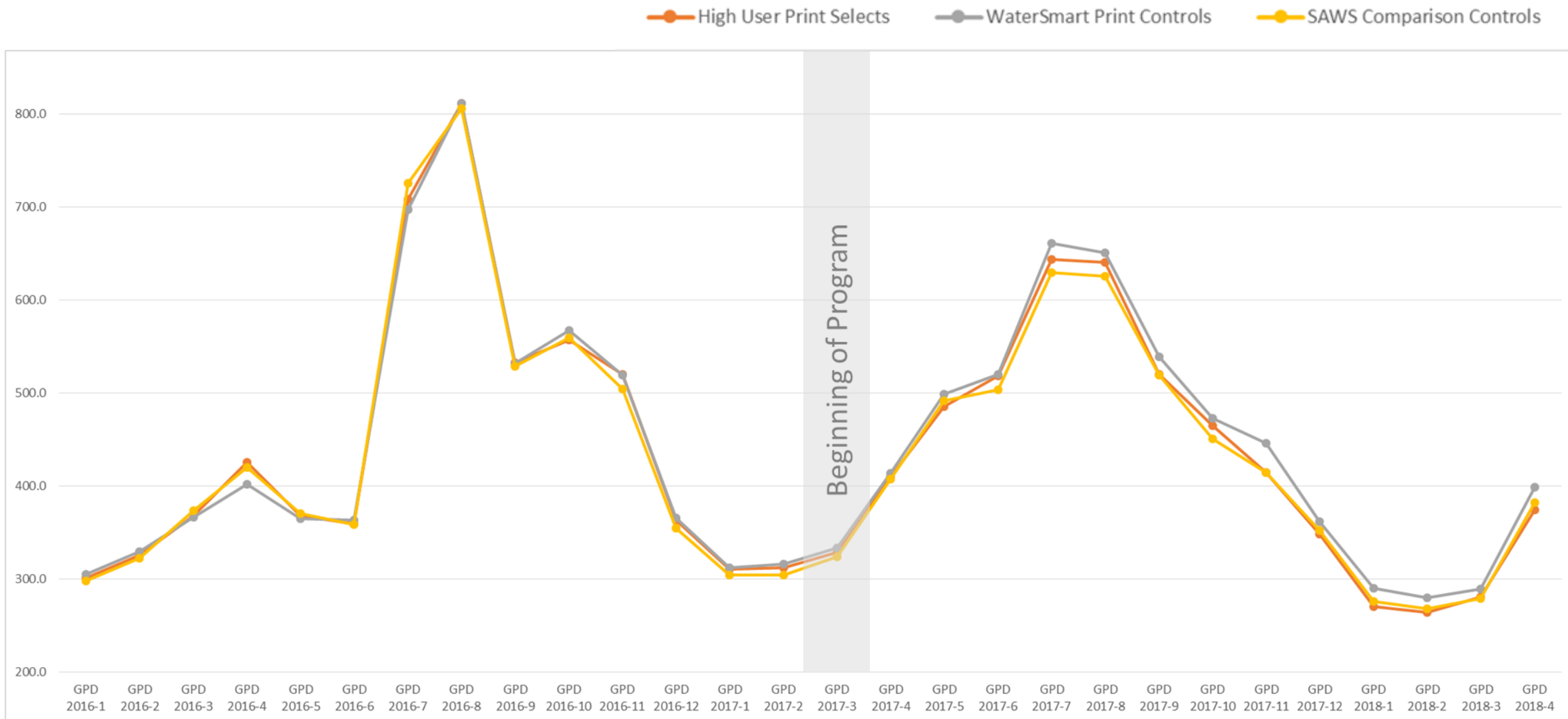
Get your full list of recommended actions, and see:

- Where you're using the most
- Your progress over time
- Efficient products for purchase

[www.saws.org/watersmart](http://www.saws.org/watersmart)

**Zip Code:** 78228  
A **free** service offered by your water utility and powered by WaterSmart Software®

# WaterSmart Pilot





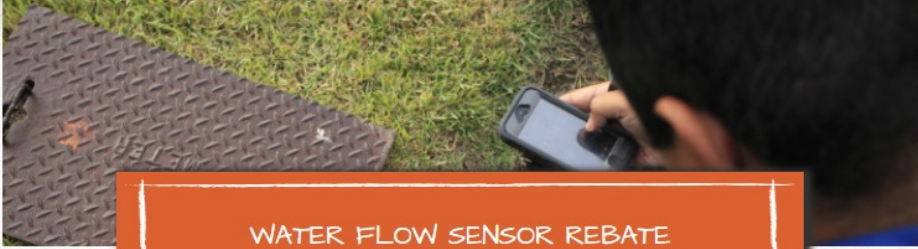
# Flow Sensor Pilot Program

Your water use at your fingertips

- Real-time monitoring of water use
- 40,000 invited to participate
- Over 50% of customers immediately found a leak
- Seeing savings of 500 gallons/month since customers installed the device (~12 months ago)



# New Marketing: Flow Sensor Rebate



**WATER FLOW SENSOR REBATE**

**You Earn \$150**

**Year-Round**

**Rebates & Coupons**

**Vendor Locations**

**Ask the Expert**

**DEVICE INSTALLED? APPLY NOW.**

Water flow sensor devices record your water use and identify potential leaks in your system. Track your use and get peace of mind with help from our rebate program.

*How It Works*

**Step 1: Before You Buy**  
Determine if you are eligible, review the [participation agreement](#) and research the SAWS-approved devices.

**Step 2: Buy and Install**  
You can purchase an eligible product at any retail location. One device is self-install while others require a plumber.

**Step 3: Apply for \$150 Rebate**  
Complete the rebate application. SAWS will verify the device was activated at the account's location and mail your rebate check. Program funds are limited and applications will be processed on a first-come, first-served basis.

*Before You Buy*

Flow sensor devices are relatively new products. They can help you monitor your water use and detect leaks, potentially saving you money and avoiding damage to your property. Research carefully to find the device that best fits your needs and budget.

Did you know swimming pool owners face larger risk for unexpected high water bills? Pool pumps and fill valves can malfunction resulting in enormous water costs.

Did you know that damage from water leaks in your home plumbing is more common than damage from theft or fire? Both small hidden leaks and sudden pipe bursts are a danger to the investment you have made in your home.



# New Marketing: Flow Sensor Rebate

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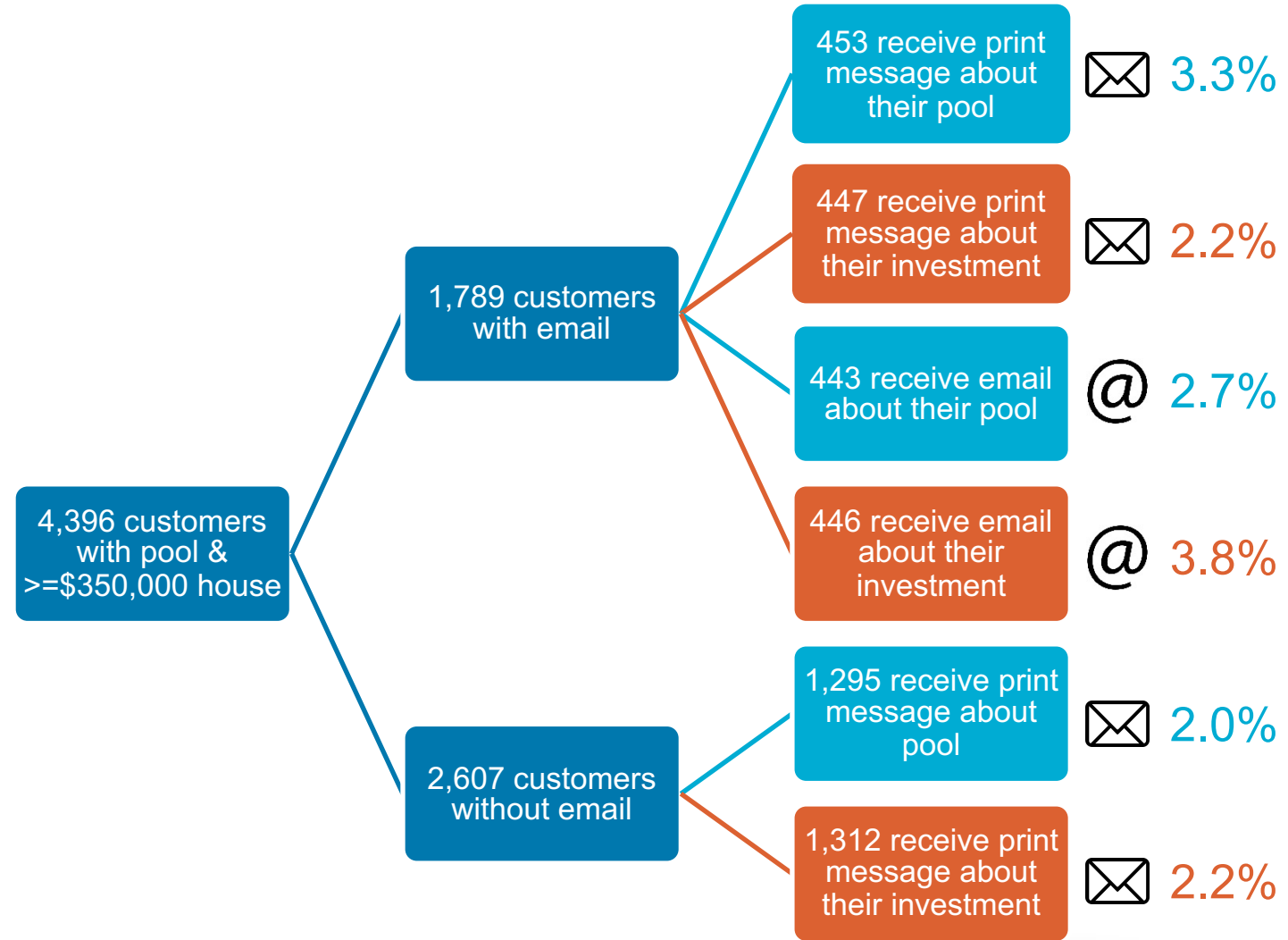
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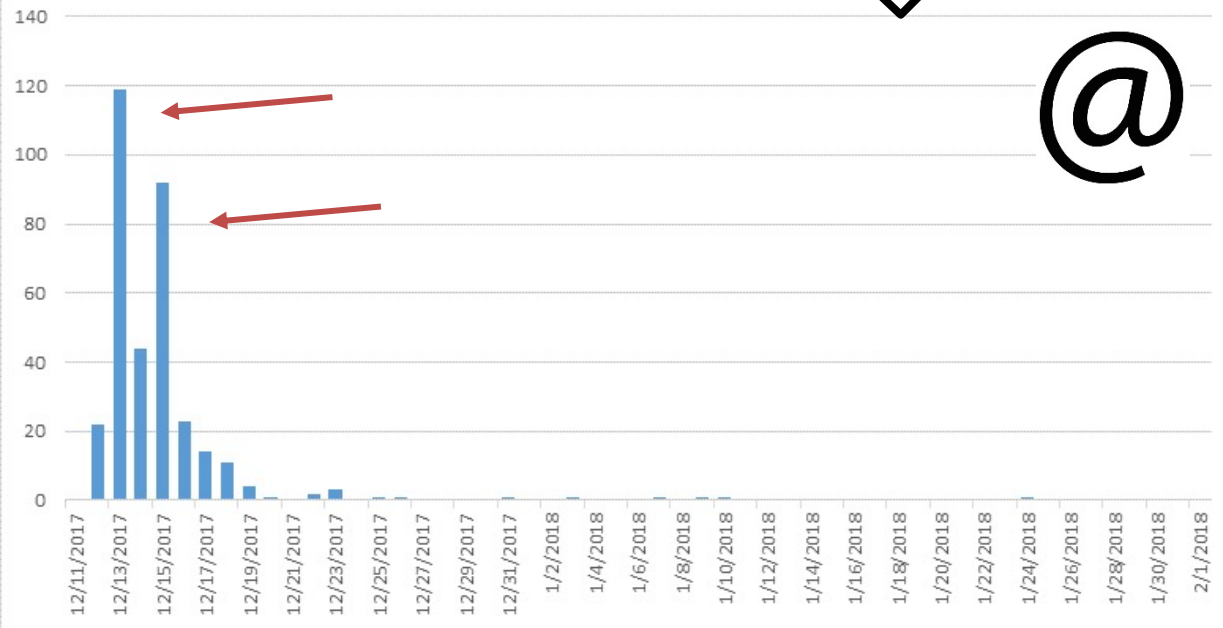
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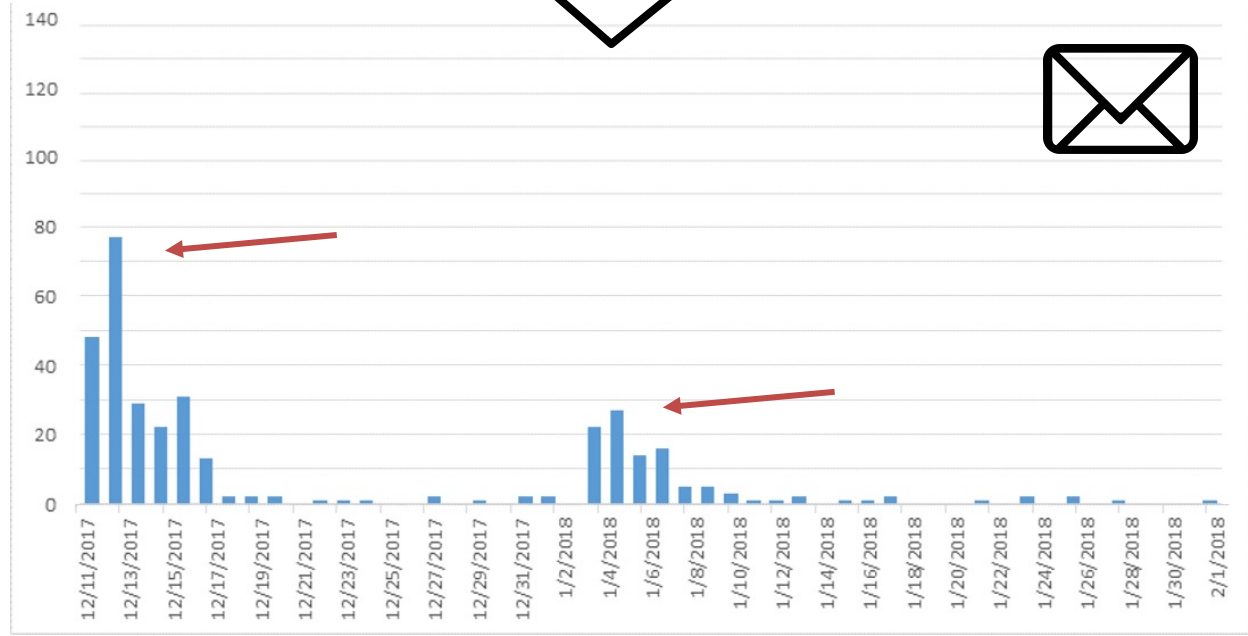
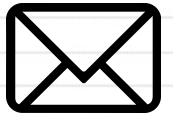
# Let's Talk Engagement

## 6,600 invitations sent through email and print mail

Quick Response Rate,  
Easy to Send Reminders







Lower Response Rate, but  
we Capture New Emails







-  WaterSmart Reports
-  Flow Sensor Rebate
-  Smart Controller
-  Irrigation Consults



## **Follow Up?**

Email us for more details  
on our program designs  
& pilot programs

Martha Wright

[martha.wright@saws.org](mailto:martha.wright@saws.org)

Sasha Kodet

[sasha.kodet@saws.org](mailto:sasha.kodet@saws.org)





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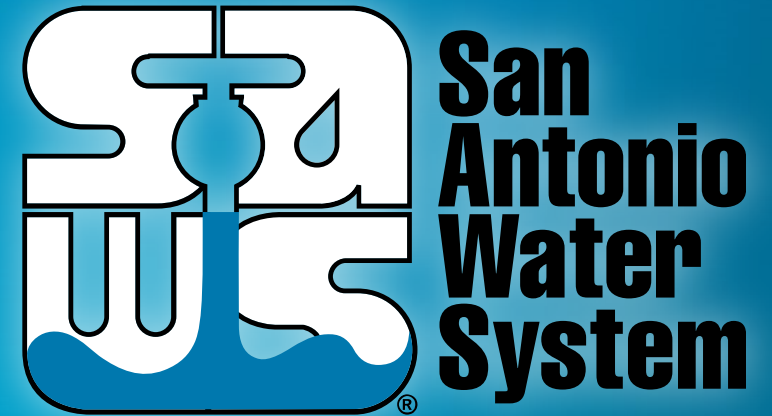
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