

A close-up photograph of a kitchen sink. A hand is holding a blue sponge under the faucet. A bottle of dish soap is visible in the background. The scene is brightly lit, likely from a window above the sink.

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Does what we say matter?

*Using data to drive customer
communication and engagement*

Customer engagement and water efficiency

Typical Communication

- Critical and non-critical announcements
- 1-way
- Broad distribution
- Expensive



Mailers



Events +
Workshops



Door Hangers



Website Traffic



Media

Typical Conservation

- Focused on fixtures, landscape and education
- Incentives/rebates
- Low/medium adoption
- Constrained by budgets

WATER FORWARD
INTEGRATED WATER RESOURCE PLAN

Landscape Transformation – Incentives

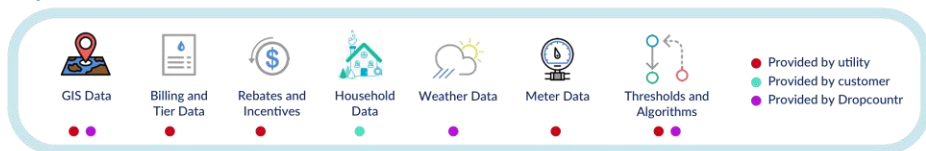
🔹 Landscape incentives to encourage water use efficiency and reduce outdoor water use

🔹 Average Annual Yield (AF/yr)	1,344
🔹 End Use / Sectors	Sectors: SFR, MFR, COM End Uses: Outdoor irrigation, existing development
🔹 Climate resiliency indicator	Medium
🔹 Annual Costs (\$)	\$85,000
🔹 Unit Cost (\$ / year / AF)	\$66

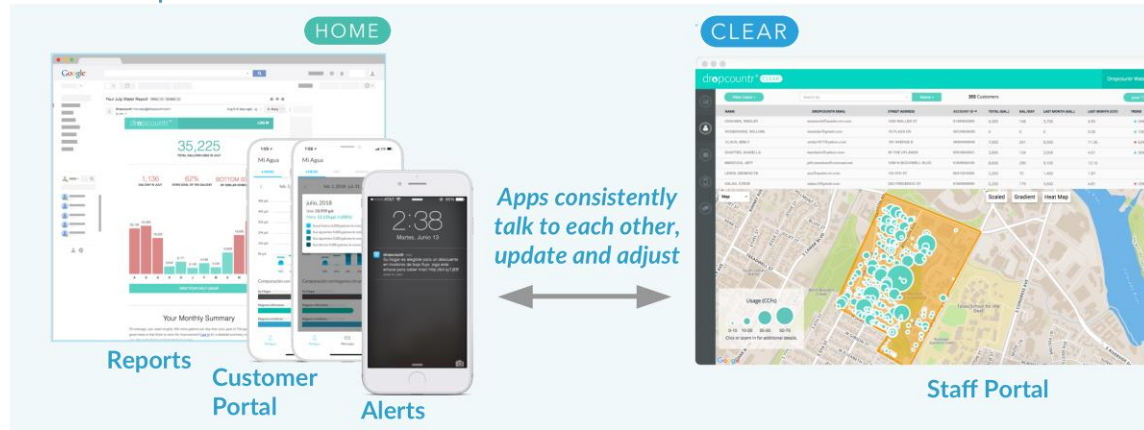
A digital approach

- Complements existing conservation plans
- Adds a data layer that leads to insights, strategy and targeted outreach
- Reduces traditional engagement costs

Inputs



Outputs



Know Your Customer

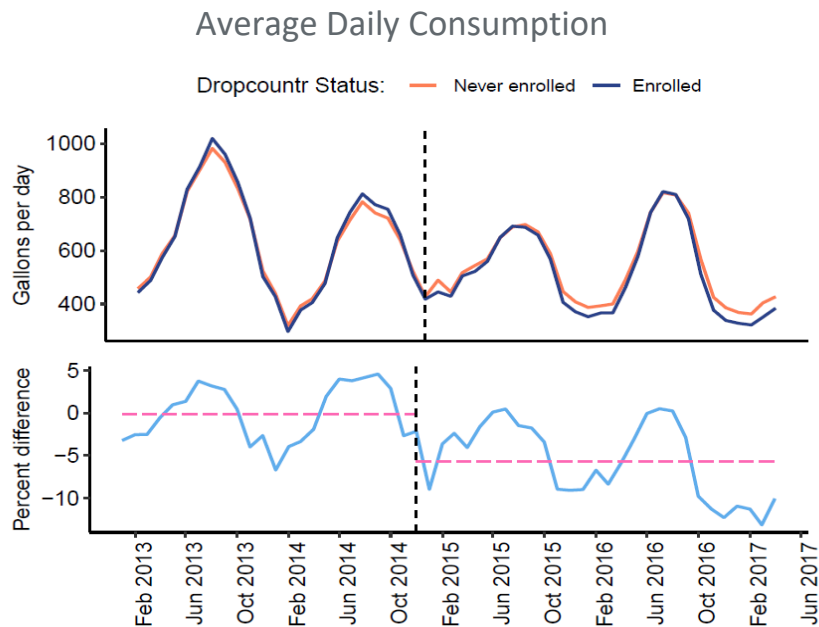
Household Details

- Occupancy
- Income and education
- Appliances
- Features (pool, lawn, etc.)
- History (delinquency, rebate participation)

Preferences

- Language
- Channel
- Frequency
- Types of alerts (leaks, bills, outages)

It's working! – Information drives change

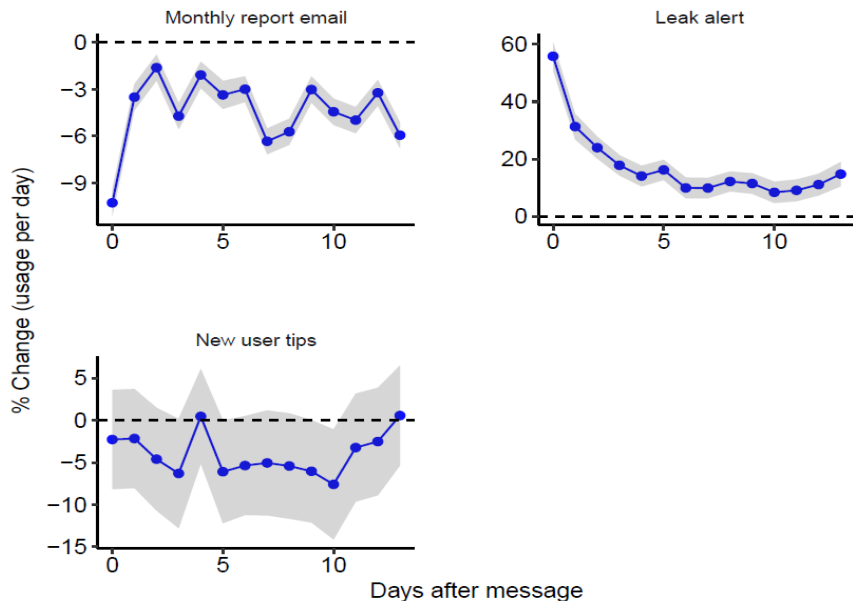


Takeaway: Information Drives Change

Enrolled customers on average reduced their water use by 7.8%

● **Action:** Arm your customers with data

What's working – Effect by message type



Takeaway: Different channels, different result

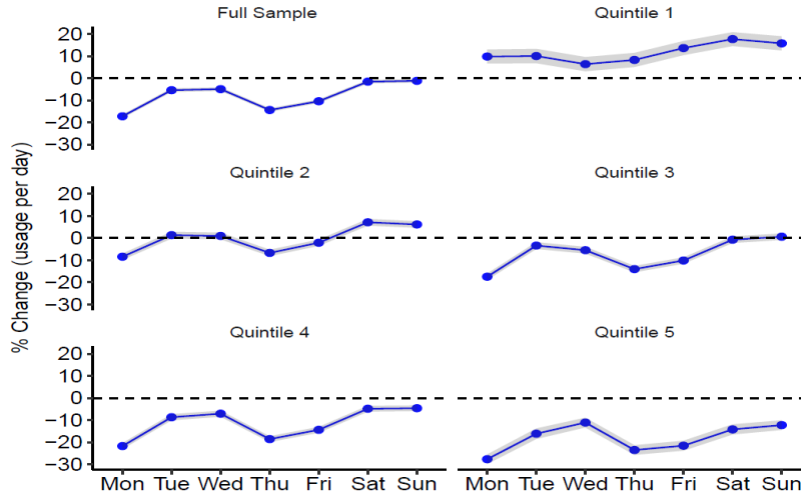
How a customer responds is different, depending on the channel, the messaging and the customer.

Email may be best for marketing rebates, while push may be best for reducing delinquency.

Understanding this response is critical to improving a utility's messaging strategy.

● **Action:** Diversify your messaging, recipients, and channels. Analyze your customers' response and repeat.

When is it working? – Effect by day of the week



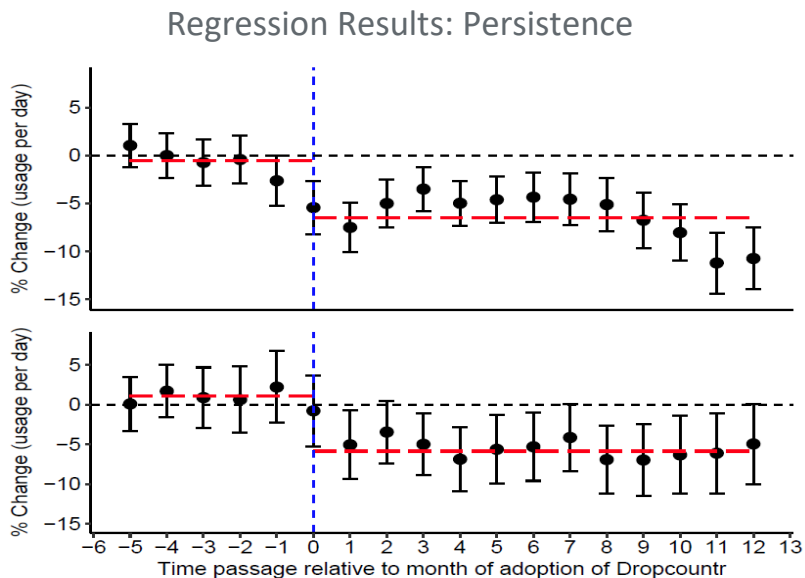
Takeaway: *Not all days are the same*

Similarly, *when* a message is received can demonstrably change how a customer responds to the message.

Understanding when engagement is best received will yield significant conservation results.

Action: *Schedule your messaging for different times and days of the week.*

It keeps working! – Persistence



Takeaway: *Slow and steady wins the day*

Enrolled users received/had 40+ months of consistent access to consumption details, supporting long-term behavior change.

This modal is uniquely different than “flash-in-the-pan” alerts or engagement that drive short-term behavior change.

● **Action:** *Keep a long view of customer behavioral change. Meaningful change will not happen overnight.*

Thank you!

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