

# Denver Water's Social Marketing Campaign Using Education to Reduce Demand

Colorado WaterWise Annual Event  
Sept. 24, 2010



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## **Communication Objective:**

**Make water efficiency the norm and  
water waste socially unacceptable.**

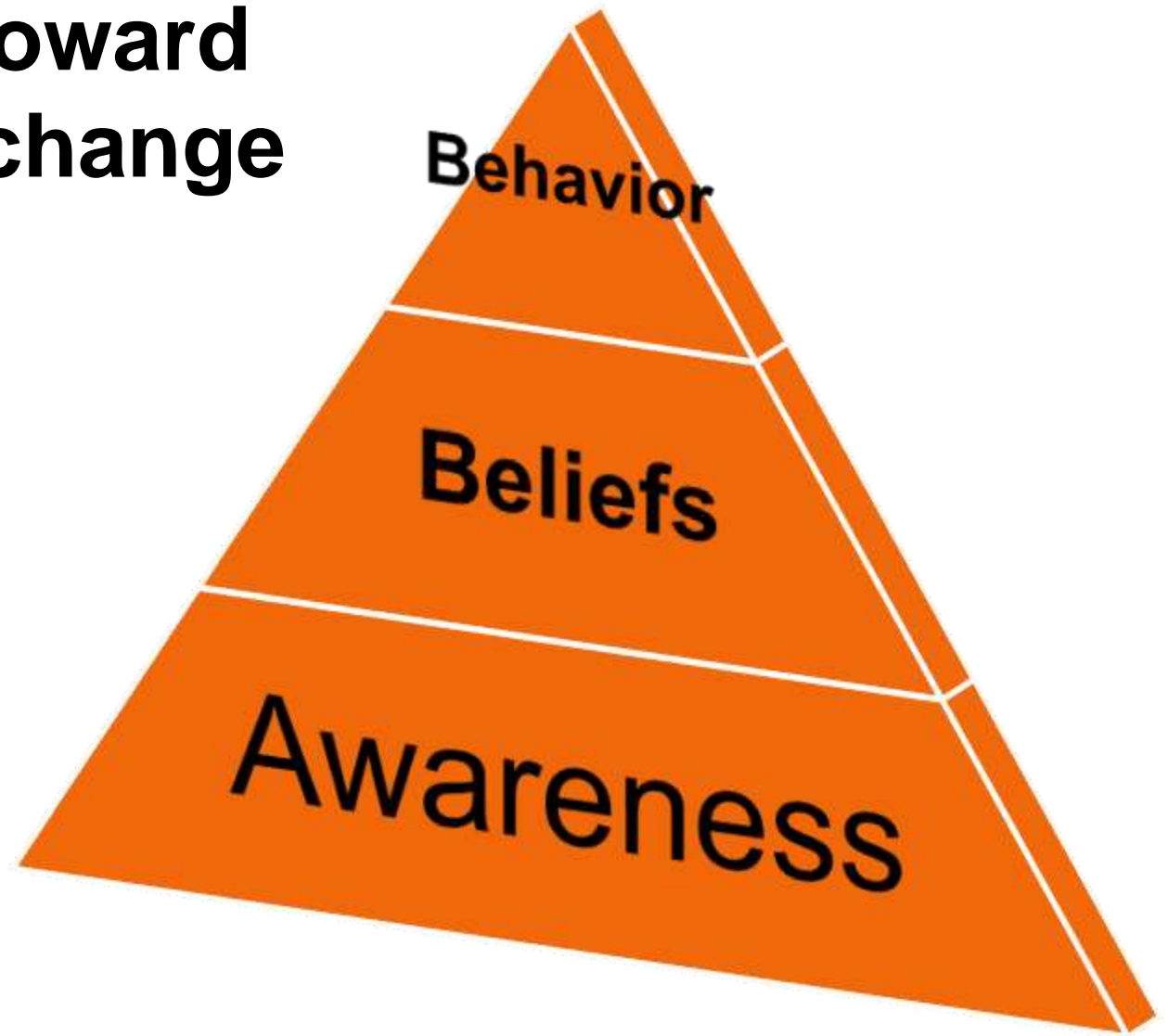


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# Building toward behavior change



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# Social Marketing

- **Alternative to an information-based campaign such as advertising and education**
- **Based on social sciences and focuses on behavior change**
- **Community level programs**
- **Removes barriers while enhancing benefits to the customer**

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# Creating social marketing programs

- Who are we targeting?
- How do we reach them?
- Is the audience receptive?
- What are the barriers?



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# Water Savers



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# Enforcing the Rules Shock and Awe? Or Surprise and Delight?



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# Water Saver Program Components

- More than 6,000 stops annually
- More than 2,500 customers report in
- Education stops vs. giving tickets
- Rewarding customers for doing a good job
- Wasters drop water use by 15%

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# To “Educate and Enforce”



- 11 Water Savers
- Neighborhood centric
- Saturdays and evenings
- Reward good behavior
- Engage the customer

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# Do you use less than your neighbors?



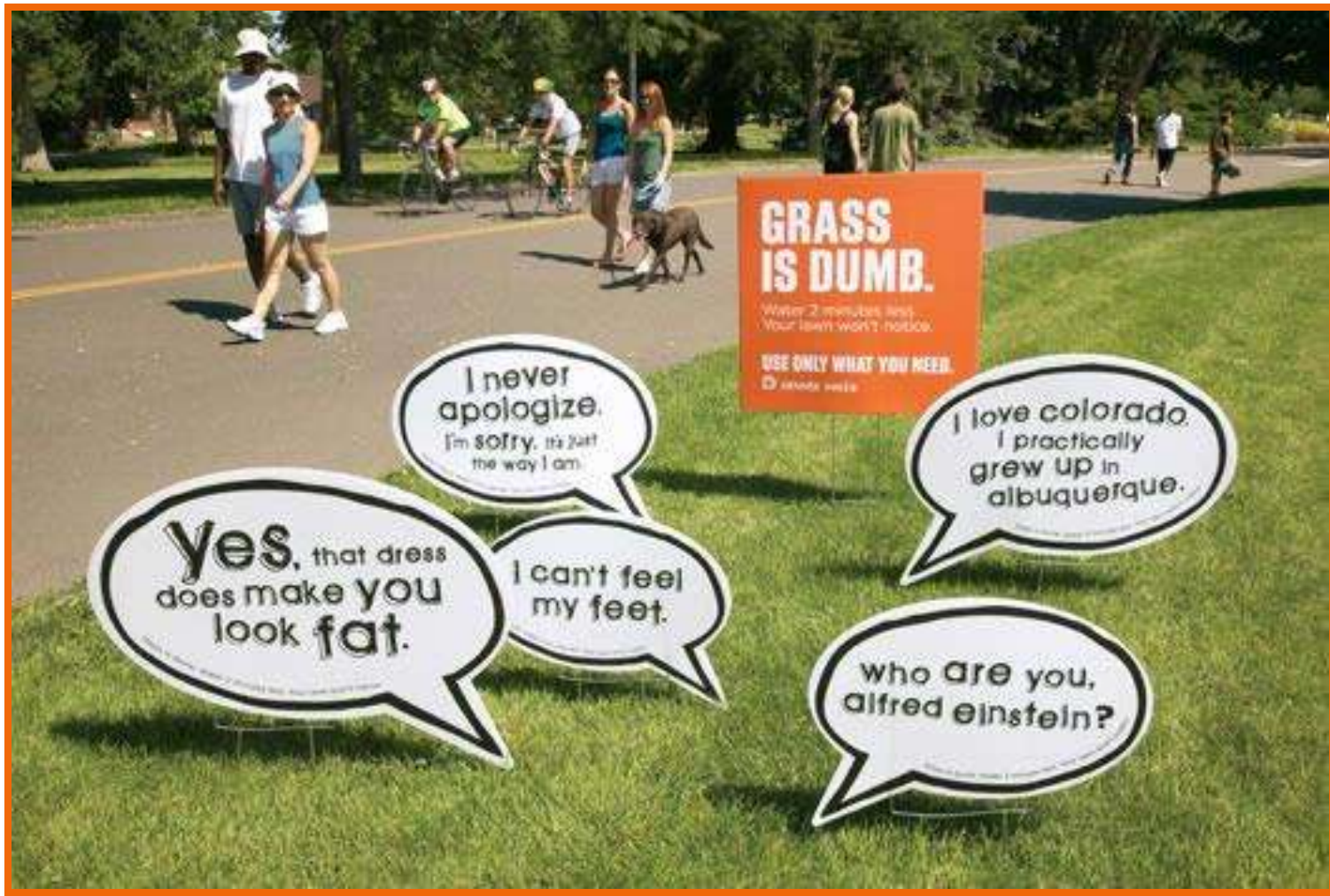
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# Cutting Back on the Clock



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# Is this Customer Naughty or Nice?



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# Homeowners/Large Irrigators

- Audits
- Rebates
- Incentives
- Education
- Support



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# Residential Audit Pilot Program

- **Outdoor single family residential programs in Hilltop, Lowry and University Hills**
- **Targets customers with 30+ GPSF use**
- **Audit, rain sensor, system adjustment, information, feedback**
- **Showed remarkable savings in 2009 – 50% cut in water use!**

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# Converting to Conservation

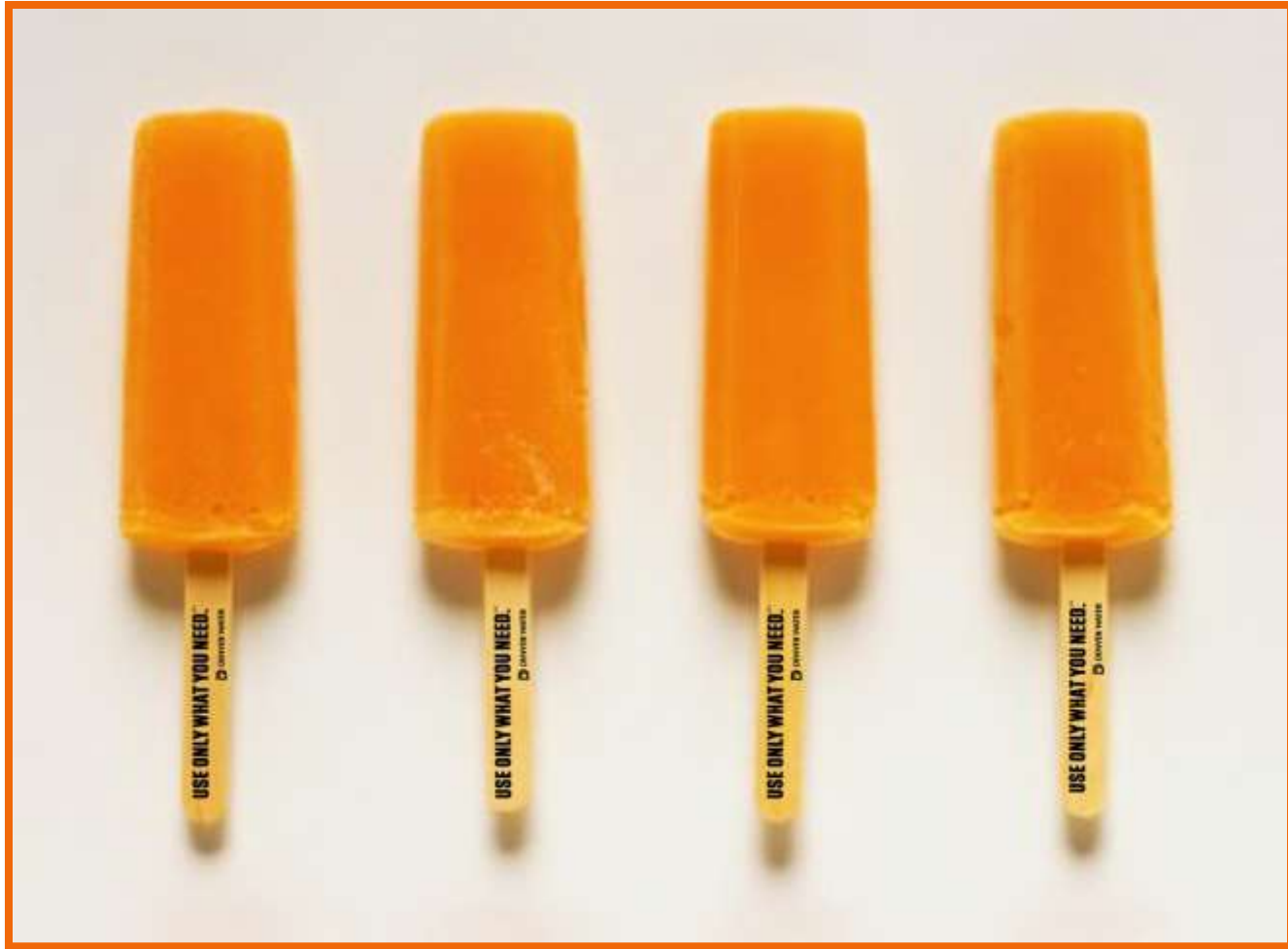


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# Popsicles for the People



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# Supporting the Effort

- **Programs must be reinforced by messages to be successful**
- **Advertising and marketing elements are targeted to specific audiences in specific neighborhoods**
- **Once contact is established we want to reinforce good behavior**

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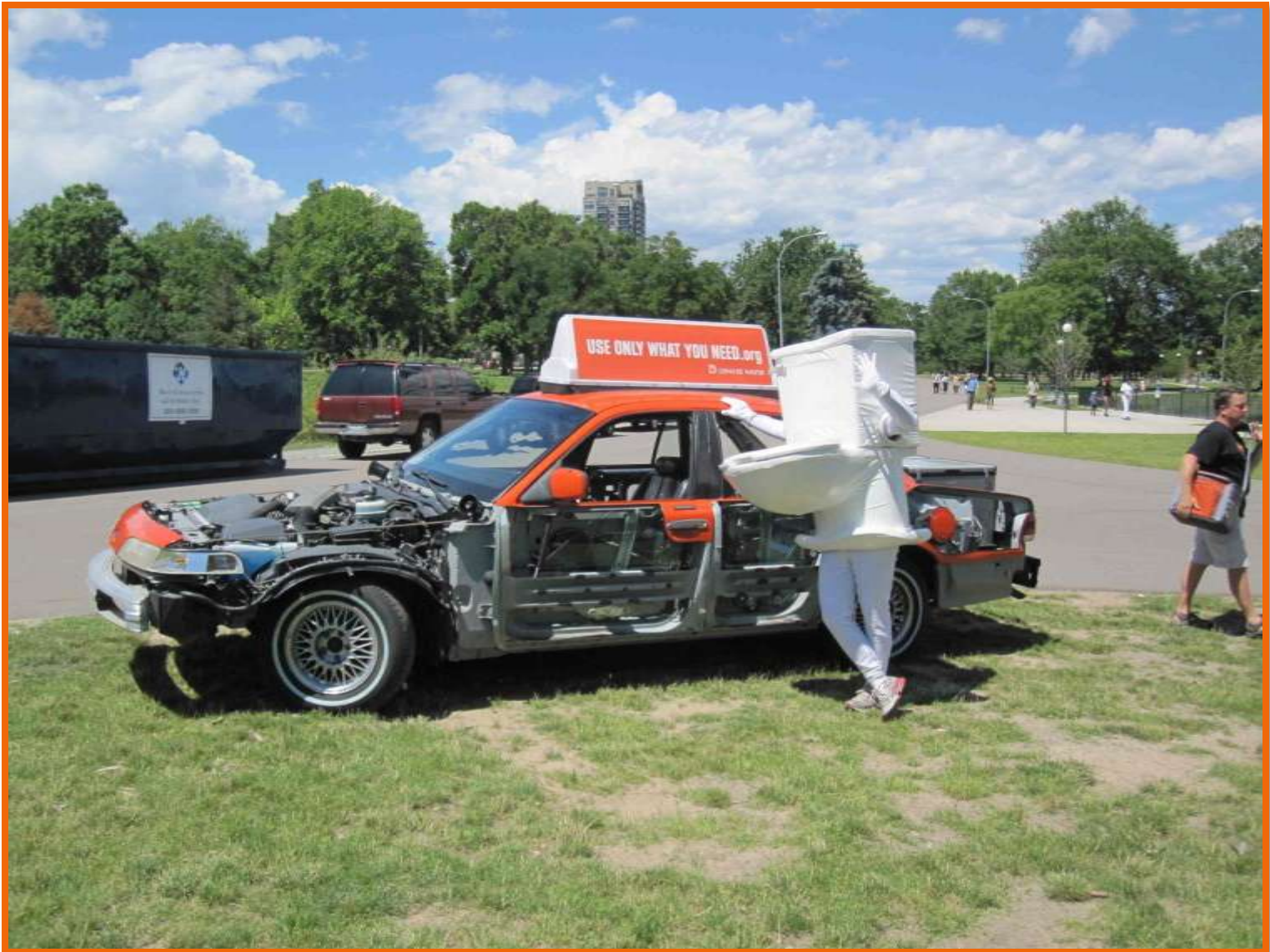
**An orange  
“wrapped” Light  
Rail train takes  
the Use Only  
What You Need  
message all  
over town.**



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ARE YOU  
MAN ENOUGH  
TO HAVE A  
MEN'S TIME  
OF THE  
MONTH,  
MAN?



## Target Audience:

- ✓ Male
- ✓ 35 to 60 years old
- ✓ Homeowner
- ✓ Suburbs
- ✓ ESPN watcher
- ✓ Beer drinker
- ✓ Couch surfer

But most of all...

- ✓ Master of the  
Sprinkler System

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HEY, YOU, THE ONE SAVING WATER.

**THANKS.**

Thank you for helping Denver to save more than 2 billion gallons this year and helping to secure our future. Keep up the good work.

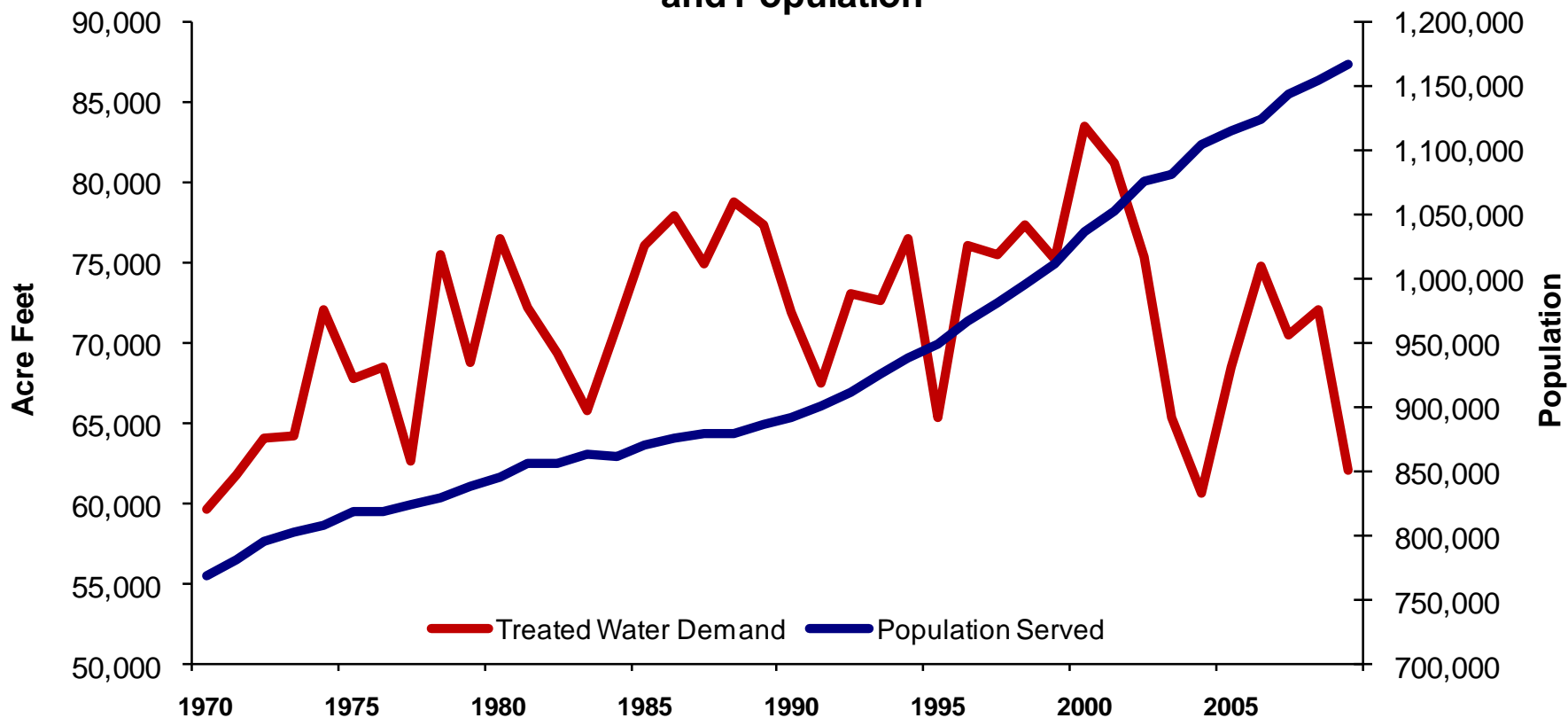
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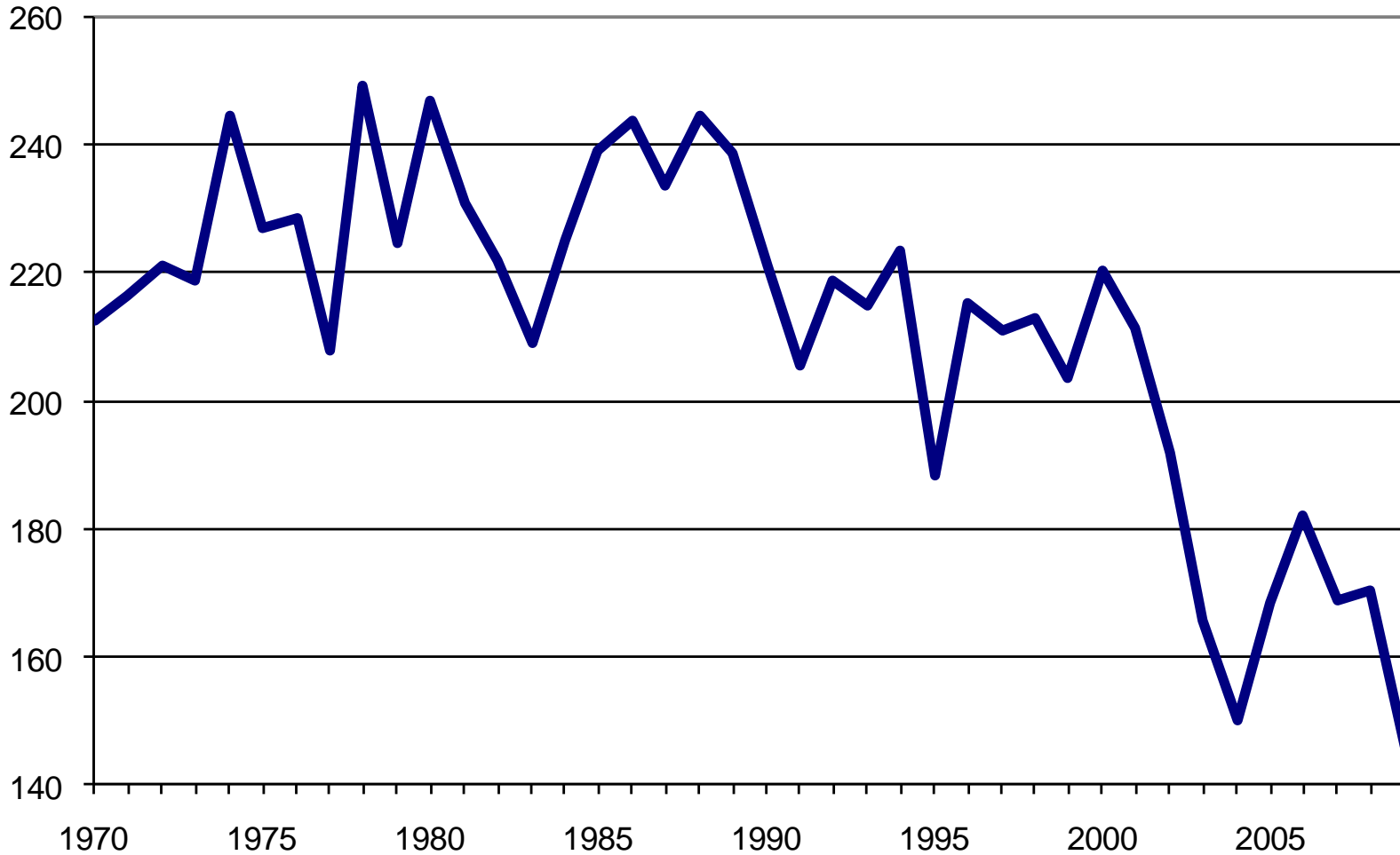
# Treated Water Demand and Population



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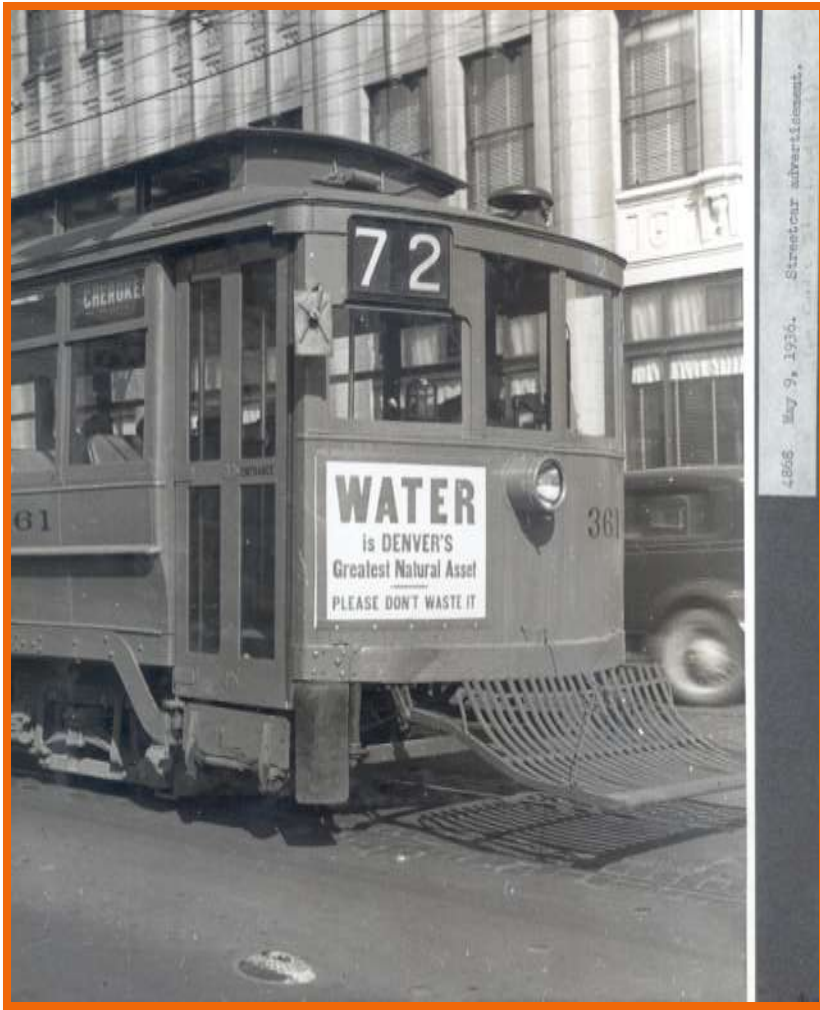
## Treated Water Use Gallons per Capita per Day (GCD)



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