

...A SANTA CLARITA WAY OF LIFE

ACWA Fall Conference

December 4, 2024



PROGRAM GOALS

- Provide education, training and incentives to customers to implement cost-effective water efficiency programs
- Encourage participation in the Agency's Lawn Replacement Program and save water outdoors

OBJECTIVES

- Boost rebate program enrollment by multifamily properties
- Achieve a 40% reduction in usage for enrolled multifamily/CII customers
- Create a Lawn Replacement Program video with 1,000 views in six months

LET'S (CONTINUE TO) TALK CONSERVATION

Conservation by Customer Type

- Residential
 - Single Family
 - Multifamily
- Commercial
 - Retail
 - Restaurant
 - Others



MULTIFAMILY APARTMENT PROJECT



Program Details

- Retrofits apartment complexes and other multifamily housing communities
- Uses Water Score efficiency target
- 11 properties enrolled prior to this year (3,500 units)

Communication

- 1:1 engagement with property owners
- Targeted social media
- Dedicated webpage
- Direct mailers

WATER CHAMPIONS

Program Details

- Free efficiency check-up (WaterWise)
- Install new high-efficiency bathroom and kitchen aerators and pre-rinse spray valves
- Direct contact for rebates and incentives

Communications

- Traditional outreach through media and business organizations
- Window cling for participants
- Featured on SCV Water website



GARDEN SMARTER

- Smart irrigation, tree care tips, fire-wise landscaping and more
- Physical and digital publication
- Available in English and Spanish
 - 25,000 English
 - 10,000 Spanish
- Distributed at events and through local libraries
- Postcard to all customers for digital download
- Consultant-supported



GET MORE FROM YOUR LANDSCAPE



REVAMPED SOCIAL MEDIA & ADS

Updated Graphics

- New color palette and fonts
- Differentiate from previous drought messaging

Advertising – Based on Audience

- ValPak Ads
- Newspaper/Magazines
- Business Journal

Conservation as a CA Way of Life

- Share ACWA/DWR Messaging
- Consistent language and graphics



RESULTS



- Two new properties (500 units) enrolled in the Multifamily Apartment Program
- MAP participants achieved a 40% reduction in water usage over the previous year
- 11,015 impressions and 844 digital reads of Garden Smarter online, in addition to 35,000 hard copies distributed
- “Get More from Your Landscape” viewed more than 1,600 times between March and June on YouTube, as well as 411,441 impressions in 6 months through Spectrum streaming
- Conservation e-Newsletter distributed to 16,155 customers with 56% open rate and 472 clickthroughs
- Social media followers increased by 9.8% with engagement up 47.1% across all platforms
- 173 Water Champions enrolled

BUDGET

Communications Costs

- Multifamily Apartment Project - \$10,000
- Water Champions - \$12,142
- Garden Smarter - \$81,711
- “Get More from Your Landscape” Video - \$8,925
- Social Media Redesign – Included in Communications Budget
- Total: \$112,778

