



## THE CITY OF SAN DIEGO

## M E M O R A N D U M

DATE: January 23, 2013

TO: Members of the Water Policy Implementation Task Force

FROM: Luis Generoso, Water Resources Manager, Public Utilities Department

SUBJECT: WATER CONSERVATION OUTREACH

In response to a request from Water Policy Implementation Task Force Chairperson Cary Lowe, staff has prepared the following information about water conservation outreach, specifically how much is spent on outreach, the level of effort put into outreach, and how the City determines if the effort is effective.

## HOW MUCH IS SPENT ON OUTREACH

	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012
<b>EXPENSES</b>						
Annual outreach/ consultant services	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Drought outreach/media buys for campaign	0	0	0	698,000	595,000	0
Printing cost estimate	≈20,000	≈20,000	20,500	37,300	21,300	42,200
Promotions (averaged)	20,000	20,000	20,000	20,000	20,000	20,000
Total	\$240,000	\$240,000	\$240,500	\$955,300	\$836,300	\$262,200
<b>WATER USAGE</b>						
Citywide consumption (AF)	229,940	226,150	213,258	188,981	179,232	182,526
GPCD (2020 goal is 142)	169	164	153	135	127	128

#### LEVEL OF EFFORT

The \$200,000 annual contract with Collaborative Services provided the Department with the following services:

- Outreach events, collateral materials and promotional items (18%)
- Poster contest (15%)
- Press and media activities, newsletter (15%)
- Film contest (12%)
- Graphic services (10%)
- Vendor/partner coordination (10%)
- Poster calendar (5%)
- Communications planning/campaign (5%)
- Project management (5%)

The contract supports all programs and services offered by the City of San Diego Water Conservation Program, including rebates and incentives, survey programs, water waste investigations, contests, general outreach and community events.

The campaign was integrated into existing programs to inform customers directly about mandatory water-use restrictions:

- Informational inserts in monthly water bills.
- An announcement in the State mandated *Annual Drinking Water Quality Report* mailed to all Public Utilities customers.
- Campaign posters.
- Speakers Bureau presentations.
- Press releases.
- *No Time to Waste, No Water to Waste* used as the theme for both the Children's Poster Contest and Student Film Contest.
- Articles placed in the City's *Business Matters* quarterly external business newsletter.
- Wallet cards distributed by Council Offices, City staff, 36 libraries and other City facilities.

In addition to paid advertising for print, internet, television and radio targeting people with landscapes, the City purchased unique advertising with high visibility at key community locations in San Diego:

- One trolley advertising wrap ran alternately on the Orange, Blue and Green lines to take advantage of visibility during large community events, such as: the American Water Works Association convention, Comic-Con, Padres games and Chargers games.
- Eight bus advertising wraps ran in each of the City Council Districts.
- Eight billboards were posted throughout different City Council Districts.

- Posters were displayed at five Westfield malls in the San Diego area; supplemental campaign banners were also displayed at two of the malls.
- An airplane banner flew over San Diego beaches and large community areas each weekend in July.
- Street banners were displayed in six neighborhoods.
- A San Diego Watercolor Society “paint-out” event, associated with water conservation messaging, was held at the Water Conservation Garden during the Spring Garden Festival.
- Water conservation activities took place during Water Awareness Month in May, including clinics at Home Depot and story times at Borders, Barnes & Noble and city libraries.

In addition, City staff assigned to the Department’s Water Conservation Program actively participates in all community outreach events by staffing event booths and conducting presentations.

#### MEASURE OF EFFECTIVENESS

1. The City spent approximately \$698,000 on paid advertising for the critical first year of the campaign and negotiated more than \$425,000 worth of additional, complimentary advertising to extend and enhance components of the campaign. For instance, through a partnership with the Metropolitan Transit System, half of the advertising rental cost for the trolley and bus wraps was waived.
2. To evaluate the effectiveness of the *No Time to Waste, No Water to Waste* campaign, water consumption figures were compared at crucial benchmark periods during June, July and August, as these are historically San Diego’s peak months of water usage. The mandatory water conservation target was an 8% reduction. The actual savings, as evidenced by 2009 water billing data, saw a 13.6% reduction in potable water use compared to the June 2008 figure under the Level 1 voluntary water use restrictions. In July 2009, potable water use was reduced by 13.9% compared to July 2008, and in August 2009, potable water use was reduced by 11.3% compared to August 2008. The City saw a 20.4% reduction in irrigation water use, which is of particular importance given that over 50% of San Diegans’ water use is consumed by landscape irrigation. The reduction trend continued throughout the first year of drought restriction implementation. The City reduced potable water usage by 11% in fiscal year 2010 compared to fiscal year 2009, exceeding its targeted conservation goal of 8%.

3. The City was able to avoid approximately \$4.25 million in additional supply costs and \$4.25 million in penalty costs for a savings of \$8.5 million by reaching the 8% reduction in citywide potable water use.
4. Market Impacts. Since the transition to the *San Diegans Waste No Water* message, the campaign was able to generate over 36 million gross impressions, which in research terms is the sum of audiences or people viewing the message. These impressions were created by carrying the message in existing resources, events and advertising, as well as through new partnerships. Additionally, five articles were written and featured in over 20 publications and two public service announcements were aired on television stations.
5. Program Cost Effectiveness. The cost effectiveness of water conservation programs is determined by weighing the cost to implement the program (in terms of cost per acre-foot saved) against the price of raw water. The current cost of raw water to the City of San Diego is \$1006/AF. The Water Conservation Program strives to make all conservation programs less than the purchase price of raw water. The most recent study on the average cost per AF for water conservation programs was \$443/AF saved.



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cc: Roger Bailey, Director of Public Utilities  
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