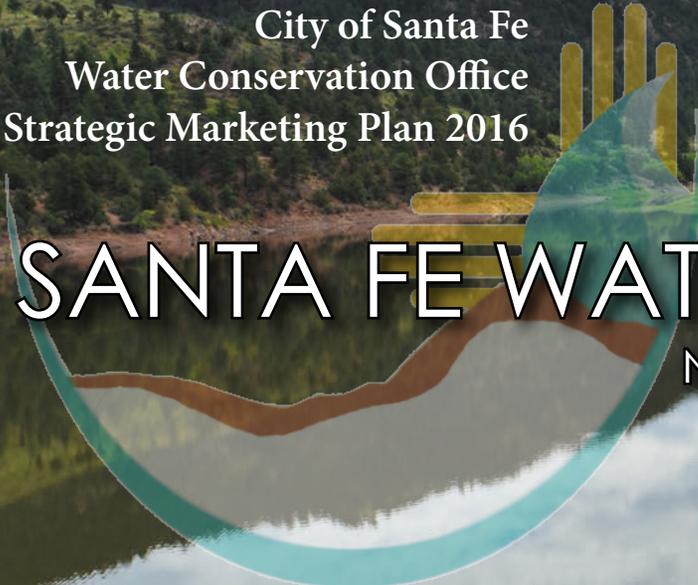


City of Santa Fe
Water Conservation Office
Strategic Marketing Plan 2016



SANTA FE WATER CONSERVATION

NEXT LEVEL OF WATER EFFICICENY PRACTICES



public relations
integrated marketing

Table of Contents

Executive Summary.....	1
Assignment & Assumption.....	5
Background.....	6
Previous Strategy.....	7
Recent Data Conclusions & Goals.....	8
Proposed Strategy.....	10
Approach.....	11
Data Gathering.....	12
Component A: Maintain GPCD Level.....	13
Component B: Increase Commercial Businesses Rebate Participation.....	20
Component C: Increase Participation in Landscape and Outdoor Irrigation Rebates.....	24
Component D: Continue Ongoing General Awareness News Items & Event Promotions.....	26
Component E: Add New & Social Media to the Promotional Mix.....	27
Component F: Integrated Digital & Online Advertisement.....	30
Component G: Community-Wide Signature Event.....	35
Component H: Success Metrics.....	36
Implementation Timeline.....	37

2016-2018 Strategic Marketing Plan Santa Fe Water Conservation Office Executive Summary

Assignment: Data driven plan with measurable results.

Previous Strategy (2012-2015) General Awareness 2012-2015 Award-winning general community-wide awareness campaign strategy focused on prolonged drought.

For the Future Recent studies conclude water conservation is a key adaption strategy to help reduce a predicted 40-year water demand production gap between supply and population demand.

Proposed Strategy (2016-2018) Behavior Change Strategy Next level of water efficiency practices targeted to audiences based on innovative water use data to help meet water conservation goals to address the City's long-term future projected water production demand.

Approach Integrated using the most effective and well-coordinated mix of promotional tools and methods to reinforce each strategy for increased impact.

Data Driven Analyzing and monitoring customer data to better understand household and commercial water use behaviors and influences results in refined and effective outreach tactics that can be continuously improved.

Phase 1 – Current Customer Data (Tier 2) with Census demographics for SF homeowner to determine appropriate communication channels.

Phase 2 – Household Water Conservation Behavior Survey (website) to determine what motivates households to adopt rainwater harvesting, recycle grey water or install high efficiency devices.

Phase 3 – Badger/Orion AMI System Data Most useful data to customers is to know how much water is consumed.

Marketing outreach contributed to a decrease in GPCD from 107 to 95 during four of the hottest and driest years on record.

73 percent of Tier 2 residential customers consistently billed at Tier 2 during peak demand season reside in 87501 zip code.

Plan Strategies

It's kind of the oldest form of marketing—word of mouth—with the newest technology.

Strategy	Compelling Information	Targets	Measurable Success Result
<p>Component A</p> <p><i>Guide targeted customers on how to take ownership of using water efficiently</i></p>	<p>Individuals and businesses need guidance on how to implement water conservation measures that produce easily understood measurable results for the customers.</p> <p>64 percent of homes in Santa Fe are built prior to the 1994 water efficient fixture national code:</p> <ul style="list-style-type: none"> 23% 1939-1959 16% 1970-79 15% 1980-89 10% 1960-69 	<p>Tier 2 water customers consistently charged during high-demand season</p> <p>Neighborhoods built prior to 1994</p> <p>New customers</p> <p>Multi-housing units</p> <p>Tier 1 water customers (on-going general awareness)</p>	<p>Maintain GPCD levels at 95 or below.</p> <p>2 percent increase in Water Bank.</p>
<p>Component B</p> <p><i>Promote commercial business incentives to assist commercial customers in changing water related equipment to make permanent reductions in water use and modify end-use customer behaviors.</i></p>	<p>Commercial customers make up 21 percent of the City's water users, but only 24 percent participate in rebates.</p> <p>350 permitted/licensed short-term rentals and estimated 576 operating without license.</p> <p>Tourism visits continue to increase with visitors spending 28 percent on lodging and 24 percent on food & beverage.</p> <p>There are 31 spa facilities in Santa Fe that have many water use appliances (washers, dryers, showers, toilets, urinals; and some with pools.</p>	<p>Lodging – hotels, motels and short-term rentals</p> <p>Food & beverage industry</p> <p>Spa and gym facilities</p>	<p>25 percent increase in hotel, food/beverage and spa participation.</p>

Strategy	Compelling Information	Targets	Measurable Success Result
<p>Component C</p> <p><i>Promote outdoor rebates</i></p>	<p>Residential irrigation has a significant impact on Santa Fe's water supply. 52 percent of customers are single-family with 40 percent of water used for irrigation.</p> <p>Studies indicate that up to 50 percent of the water used outdoors is wasted due to system inefficiencies and overwatering.</p>	<p>Single-family residences</p>	<p>20 percent increase in water audits conducted.</p>
<p>Component D</p> <p><i>Continuation of ongoing general awareness news items and event promotions</i></p>	<p>Existing programs have been successfully promoted and continue to play a key role in on-going awareness of the role water plays in how we live, work and play, and the community's role and obligation (ordinances) in using water efficiently.</p>	<p>Schools Community Events Parents</p>	<p>80,000 people reached in earned media (PR).</p> <p>Maintain current participation levels for existing programs and promotions.</p>
<p>Component E</p> <p><i>Add New & Social Media to the Promotional Mix (reach more customers through the media they use).</i></p>	<p>2015 Santa Fe Economic Development Department survey indicates 94 percent of locals feel that promoting Santa Fe activities through social media is important, and 58 percent feel that social media is the most effective way to reach people.</p> <p>The majority of City neighborhoods actively participate on NextDoor social application to receive and provide news and services of interest to neighbors. (City of Santa Fe Police and Office of Neighborhood Planning joined in November, 2015)</p> <p>In 2014, mobile use surpassed desktop computer use, and combined sales of smartphones and tablets were up 50 percent. Sixty-six percent of emails are now opened using a smartphone or tablet.</p> <p>Seventy one percent of online adults use Facebook; eighty-two percent are ages 30-49; sixty five percent are ages 50-64, 63 percent of both Facebook and Twitter users receive news on the social networks, up from 52 percent of Twitter users and 47 percent of Facebook users last year.</p> <p>59 percent prefer Twitter for breaking news and 31 percent for Facebook.</p>	<p>Key household demographic targets based on data gathering and analysis.</p> <p>Platforms: Facebook Twitter Website Instagram Digital News Releases Digital Advertisement Videography – YouTube (how to demonstrations)</p>	<p>500,000 impressions on social media channels and new media channels.</p> <p>Monthly reporting of extensive and detailed demographic reporting on who are viewing and what are being viewed along with interactive data use.</p>

Strategy	Compelling Information	Targets	Measurable Success Result
<p>Component F</p> <p><i>Integrate digital (on-line/social) and traditional advertisement with targeted placement.</i></p>	<p>Advertisement firms are able to deliver the best return on investment for ad placement, scheduling and reporting.</p> <p>Advertisement media departments plan and negotiate buys for multiple clients and has direct relationships with hundreds of media partners. Through these relationships and through the volume of media they purchase, they are able to secure lower rates and more value-added placement than staff working directly with media buyers.</p> <p>One of the best ways to reach the Santa Fe community is online. Digital, pre-roll, in-app, mobile and banner ads are some of the most targeted and most trackable mediums. Digital provides the ability to test messaging and quickly optimize and it also allows us to target down to the zip code level, reaching the neighborhoods that need to hear messages the most.</p>	<p>Use analytic customer data to identify target demographics to pinpoint communication channels used most by the targeted audiences.</p> <p>Continue to target customers based on data through direct mail (bill insert), gas stations, transit, retail and print platforms as needed based on data and targets identified.</p>	<p>Place ads through the NM Broadcasters Association for added value.</p> <p>Monthly reporting of extensive and detailed analytic reporting on each media vehicle.</p>
<p>Component G</p> <p><i>Community Wide Signature Event</i></p>	<p>City of Santa Fe Water Conservation already has two highly successful events geared toward elementary age school children, and have participated in the National Mayor’s Challenge for the past three years. There is not community-wide event geared toward the entire Santa Fe community. The City of Santa Fe Water Conservation Office should extend their outreach to a signature community-wide event as the kick-off to the high demand season.</p>	<p>General public</p>	
<p>Component H</p> <p><i>Success Metrics</i></p>			<p>Maintain GPCD at 95 or <</p> <p>1 million ad impressions</p> <p>80,000 people reached</p> <p>earned media (PR) 500,000 impressions on social media/news</p> <p>20 percent > water audits</p> <p>2 percent > Water Bank</p> <p>25 increase Hotel/Motel/Spa participation</p>



ASSIGNMENT

Develop a data-driven plan with measurable results.

ASSUMPTION

Implementation of the multi-year plan is dependent on fully staffed water conservation office and acceptance by the Santa Fe City Council.

BACKGROUND

One of the most valuable water sources is water that is conserved. Water conservation is the most economical and environmentally protective resource management tool available, helping Santa Fe meet the many challenges of water supply management.

Marketing outreach efforts played a role in halting and reversing the upward trend in customer daily water consumption during four of the hottest and driest drought years on record.

Unique Challenge: But how do you tailor your outreach and messaging to an audience that has already been conserving water? As the water provider with the lowest per capita residential overall, combined with commercial water use in the Southwest, the question of how customers can continue to reduce water use presents a unique challenge.



**THE INTEGRATED PLAN WON
THE 2014 PUBLIC RELATIONS
SOCIETY OF AMERICA SILVER
CUMBRE AWARD.**



PREVIOUS STRATEGY (2012-2015)

Highly effective and award-winning 2012-2015 general awareness campaign strategy, as approved by City Council in 2012, targeted community-wide with prolonged drought focus.

SUCCESS MEASUREMENT

PR and marketing outreach contributed to decrease in GPCD from 106 to 95 during four of the hottest and driest drought years on record.





RECENT DATA CONCLUSIONS & GOALS

2015 Santa Fe Basin Study: Adaptions to Projected Change in Water Supply and Demand

Conclusions:

Water conservation (reducing water use on a per person per day basis) is a key adaption strategy and action to help reduce a predicted 40-year water demand production gap between supply and population demand.

Projected supply and demand vulnerabilities have implications for water conservation messaging, including water supply, ecosystem, agriculture, land use, quality of life, economy, transportation and sociological conditions.



RECENT DATA CONCLUSIONS & GOALS

2015 Water Conservation & Drought Management Goal

- ◆ Maintain GPCD
- ◆ Increase rebate program participation to maintain 25 acre feet Water Bank reserve
- ◆ Reduce summer peak demand from 2009-2013 average level
 - ◆ Improve data validity
- ◆ Proactively implement emergency and non-emergency drought preparedness

2014 Water Conservation Committee Rebate Analysis

- ◆ Rebates programs combined with education and promotion should remain a significant component of an overall water conservation effort.
- ◆ Rebates should be promoted to all customer classifications and water uses

2013 Climate Change and the Santa Fe Basin

- Continue water conservation promotion:
- ◆ Tiered water rate structure that allows those that use less to pay less
 - ◆ Incentives and programs for addressing water leaks
 - ◆ Provide incentives to significantly reduce water use in the city, energy production and agriculture
 - ◆ The use of reclaimed water when feasible and appropriate
 - ◆ The use of municipal waste water to augment potable water supply.



PROPOSED STRATEGY (2016-2018)

Behavior Change Strategy: Next Level of Water Efficiency Practices

The plan continues to increase awareness, but with a focus on making it easier for individuals and businesses to implement water conservation efficiencies that produce measurable results.

APPROACH

DATA DRIVEN ENGAGEMENT

Utilize an integrated and data driven marketing plan approach using the most effective combination and well-coordinated mix of promotional tools and methods intended to reinforce each other to provide clarity, consistency, increased impact to achieve measurable objectives.



INNOVATIVE METRICS

In order to take water conservation efforts to the next level, it is imperative that outreach be based on innovative uses of metrics to target larger water users and measure success. The plan proposes a phased approach to gathering, analyzing and monitoring customer data to better understand household and commercial water use behaviors and influences, so that more refined and effective outreach tactics can be continuously improved.

It is proposed that the current outreach plan be revised to move beyond the “low-hanging fruit” general awareness focus and refine targets and measurable outcomes in synergy with the 2015 Water Conservation and Drought Management Plan and the 2015 Santa Fe Basin Study by taking the water conservation outreach efforts to the next level of water efficiency practices.



DATA GATHERING

Phase 1 - Current Customer

Data (Tier 2 customers during peak season March - September) with census and zip code demographics for SF homeowner to determine appropriate communication channels.

TACTIC: Data Query Refinement

Phase 2 - October through December 2015

Household Water Conservation Behavior Survey (website, and direct mail via bill insert) to determine the motivations and barriers to households to adopt rainwater harvesting, recycling grey water or installing high efficiency devices, To achieve more widespread adoption of water conservation practices and rebate participation among diverse communities, we must first understand what motivates single-family households to adopt these practices.

TACTIC: The plan will be refined using data from the survey promoted through the savewatersantafe.com website, direct bill mailing, Hutton radio advertisements, KSFR PSAs, santafe.com, neighborhood networks and City Council constituent mailings.

NOTE: It is important to clarify that the purpose of the public education program is to help meet water conservation goals to address the City's long-term future projected water demand. It is not simply designed to educate the public about the immediate need to conserve water due to drought conditions. The intent of the education outreach is to: 1) promote incentives offered by the City to assist residents in changing water related equipment and appliances that will make permanent reductions in water use; 2) modify ongoing behaviors to use less water during normal daily activities; and 3) provide education on how water savings can be best achieved. Therefore, while the program is anticipated to be most intensive in the first two years, some level of ongoing effort will need to be maintained in order to continue to achieve the water savings on a permanent basis through modified behavior by consistently reinforcing the information.

Phase 3 - Badger/Orion AMI Data

Revise plan based on data when available (FY17). Metering is the most effective water conservation tool to customers, allowing them to know how much water they use.

TACTIC: Promote the Badger Meter's BEACON Advanced Metering Analytics (AMA) tools for customers to keep tabs on water use:

- ◆ Receive text alerts for potential leaks
- ◆ Monitor daily water use
- ◆ Understand their water consumption patterns and, if desired, relative to other "like" water customers

COMPONENT A

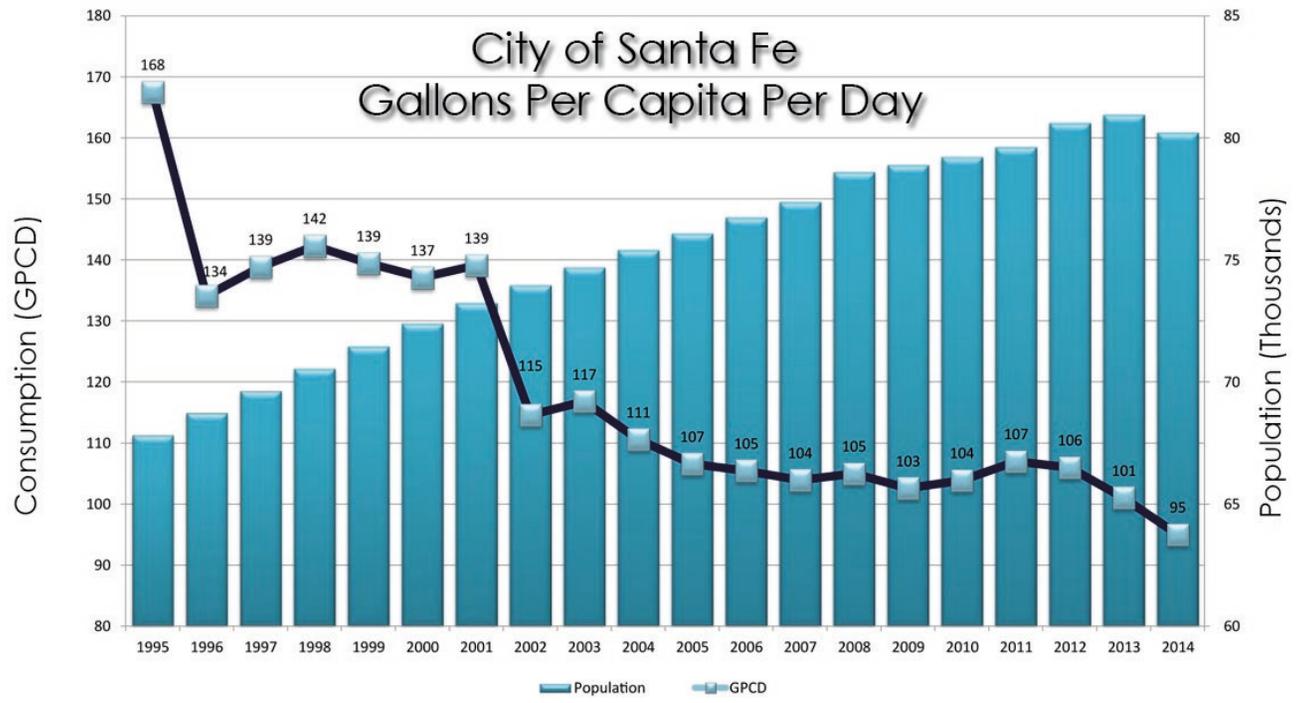
Maintain GPCD levels at about 95, identifiable trending, and avoid summer peak demand increases (as identified in 2015 Water Conservation and Drought Management Plan)

STRATEGY

Give the greatest priority to developing program strategies and materials that target the identified audience segments through the communication channels they most utilize.

MOST COMPELLING MESSAGE

Individuals and businesses need guidance on how to implement water conservation measures that produce easily understood measurable results for the customers. The City’s Water Conservation Office must guide customers on how they can take ownership of water efficiency through interactive billing and interactive water use applications and a promotional mix of traditional, new and social media tools.





HOMEOWNERSHIP DEMOGRAPHICS

CITY HOMEOWNERSHIP (2013 ACS)

Housing units (includes multi-housing):

◆ There are 37,059 units, 84% of those are occupied; 61% are owner occupied and 39% is renter occupied.

AGE OF HOME

Newer built homes post-1994 will have water-efficient fixtures because that is per national Code.

- ◆ 64% - Pre-1994 Homes
- ◆ 1980-89 15%
- ◆ 1970-79 16%
- ◆ 1960-69 10%
- ◆ 1939-1959 23%

AGE/GENDER/LANGUAGE

Total population: 68,800

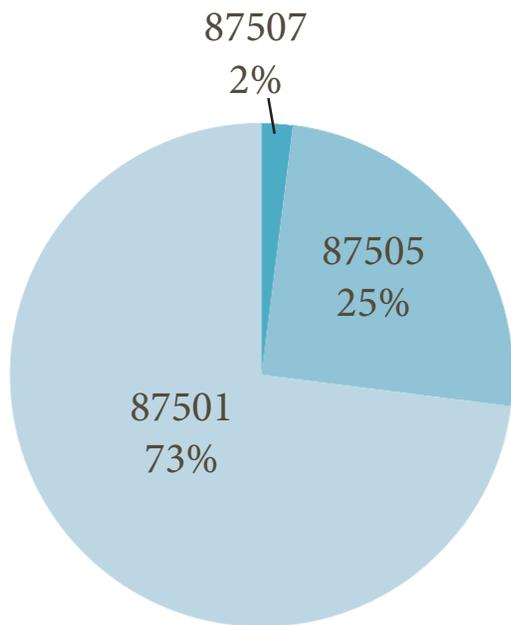
- ◆ 44 Median age
- ◆ 53% Female (77% 21-64 age)
- ◆ 47% Male
- ◆ 66% speak English
- ◆ 30% speak Spanish

JOBS/INDUSTRY

- ◆ 20% Education/ Healthcare/Social Care
- ◆ 17.2% Management/Scientific/Professional
- ◆ 14% Arts/Recreation/Accommodation/Food Service
- ◆ 12% Retail

CITY OF SANTA FE CUSTOMER DATA INQUIRY

Residential customers who are consistently billed at Tier 2 rates during peak demand season (March through September):



💧 73 percent of Tier 2 customers reside in 87501 Zip Code, while 25 percent reside in 87505 Zip Code (*source: www.city-data.com*).

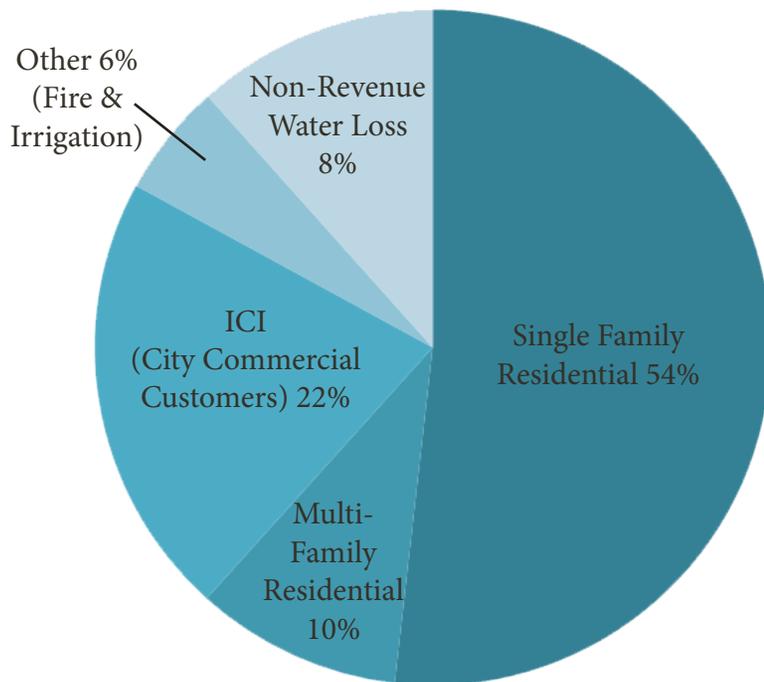
💧 $\frac{3}{4}$ of those living in the 87501 Zip Code are white, and 54 percent are female, ages 45-70



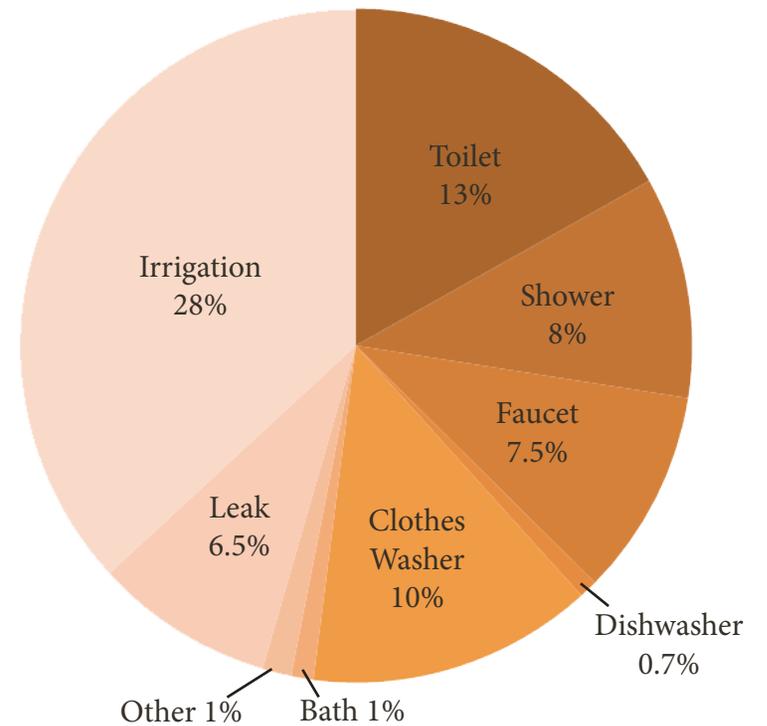


2014 CITY OF SANTA FE WATER USE DATA

Water Use by Type



Single Family Usage



COMPONENT A

TARGET 1: TIER 2 WATER CUSTOMERS (consistently charged during high-demand season)

Greatest priority is given to reaching this group in planning the initial phase of the program. Other demographic groups that currently model and advocate for the recommended water conservation practices will be targeted through general reminder awareness portions of the plan.



TACTICS

- ◆ Promote water conservation audits by zip code via direct marketing to targeted demographic channels of communication.
- ◆ Proactively promote staff-conducted audits inside and outside of pre-1994 homes (currently only doing for major water leaks as identified by customer service work order).
- ◆ Promote Tier 1 daily and monthly water use targets to homeowner associations and online social media groups like NextDoor neighborhood groups (approximately 25 existing).
- ◆ Host a quarterly indoor efficiency workshop at home fixture showrooms and provide a coupon to redeem for indoor water efficiency items (similar to San Antonio).
- ◆ Host a quarterly outdoor efficiency workshop at home improvement stores for outside seasonal demonstrations with a home water form with a list of qualified QWEL landscape and irrigation specialists. Completed homeowner audits will qualify for a coupon to redeem outdoor water efficient items such as timers and water sensors.
- ◆ Include a permanent informational irrigation booth at home improvement stores.
- ◆ Develop a QWEL “Lite” training for residential customers with a qualifying coupon to redeem water saving outdoor devices.
- ◆ Provide customer outdoor water kits for check-out (similar to Ft. Collins) to get small water bill credit and qualify for QWEL rebates like timers and sensors.
- ◆ Design community-wide event around Fix-A-Leak Week to promote water efficiency tools and demonstrations.
- ◆ Directly target advertisement and new and social media to Tier 2 customer demographics.
- ◆ Pitch news stories and interviews that relate to Tier 2 and seasonal reminders/tips.
- ◆ Coordinate with City Land Use Department to include rebate information with remodel permits.



COMPONENT A

TARGET 2: NEW CUSTOMERS

TACTICS

- ◆ Revise and update new customer package with monthly water use targets and access to interactive tools.
- ◆ Develop partnership and information sharing opportunities with Santa Fe Chamber, Green Chamber, Hispanic Chamber and groups with new resident welcoming programs, Habitat for Humanity, Homewise, SF Community Housing Trust.
- ◆ Develop materials for title companies to provide educational information to new homeowners and a home water audit packet they can use to conduct an audit.
- ◆ Promote all residential rebates (washer/dryers, toilets, rain barrels) and encourage local vendors to sell affordable fixtures for retrofits that meet new technology.
- ◆ Vendor incentives would include cross-marketing mentions in marketing materials and advertisements, (e.g. PNM).
- ◆ Provide customer outdoor water kits for check-out (similar to Ft. Collins) to qualify for coupon with local plant nurseries for drought resistant plants.
- ◆ Provide general awareness seasonal ads on time-of-day watering and other rules and requirements.

SAVE WATER IN THE YARD THIS SUMMER

As temperatures rise in the summer, so does our outdoor water use, mostly on lawns and landscapes.

29 billion gallons of daily household water use across the U.S.

9 billion gallons come from daily residential outdoor water use, mainly for landscape irrigation.

Water use spikes in the summer!

Depending on the region, homeowners use **30-60%** of their water outdoors.

50% of that is wasted, in part, due to overwatering.

Average family's water use: **320 gallons per day**

During the summer, can be up to **1,000 gallons per day**

Some even use up to **3,000 gallons per day**

—equal to leaving a garden hose running for nearly **8 hours!**

Simple Things We Can All Do

- Step on it:** Step on the lawn: if the grass springs back, it doesn't need water.
- Leave it long:** Longer grass promotes a more drought-resistant lawn, reduced evaporation, and fewer weeds.
- Take a sprinkler break:** Grass ain't really meant to be bright green in the summer.

Simple Things Irrigation System Owners Can Do

Homes with automatic irrigation systems can use about **50%** more water outdoors.

Timing is everything: Plan to water in the early morning or evening to beat daytime evaporation.

Go with a pro: Contractors certified through a WaterSense labeled program can audit, install, or maintain home irrigation systems so no water is wasted.

Look for the label: If your system uses a clock timer, consider upgrading to a WaterSense labeled controller that acts like a thermostat for your lawn, using local weather data to determine when and how much to water. They can reduce irrigation water use by 15%, saving nearly **8,800 gallons** of water per year.

Tune up your system: Just 1 broken sprinkler head could waste up to **25,000 gallons** of water and **\$90+** over a 6-month irrigation season — the cost of about 300 daffodil bulbs.

Inspect irrigation systems, and fix leaks and broken or clogged sprinkler heads.

Make sure you're watering the lawn, not the sidewalk or driveway!

WaterSense, a partnership program by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply. For more tips on reducing outdoor water use, visit www.epa.gov/watersense/outdoor.

COMPONENT A

TARGET 3: MULTI-HOUSING UNITS (APARTMENTS, DORMITORIES, ETC.)

TACTICS

- ◆ Identify outreach pathways to target multi-housing residents and determine motivating factors to encourage water conservation practices
- ◆ Spanish and English materials specific to multi-housing water saving habits.
- ◆ Promote water conservation via social media platforms to Santa Fe's four colleges (Santa Fe Community College, Santa Fe University of Art & Design, Institute of American Indian Art, St. John's College).

TARGET 4: TIER 1 WATER CUSTOMERS

TACTICS:

- ◆ Continue on-going awareness via earned and paid media spots targeted by demographic data and channel type.
- ◆ Provide direct mail coupon to receive water saving devices such as a shower bucket, showerhead kit, outdoor water nozzle as a reward and thank you for their efforts.

COMPONENT B

Increase Commercial Businesses Rebate Participation by 10% and maintain the Water Bank Reserve at 25 acre feet.



MOST COMPELLING MESSAGE

Commercial customers make up 21 percent of the City's water users, but only 24 percent participate in rebates. (City data)

DATA

- ◆ 350 permitted/licensed short-term rentals and 576 operating without license (2015 Tourism Santa Fe survey)
- ◆ Tourism visits to the City of Santa Fe continues to grow and visitor spending has increased 5.55 percent since 2013, with visitors spending 28 percent on Lodging and 24 percent on Food & Beverage (The Economic Impact of Tourism in NM, 2014 Analysis, August 2014, Tourism Economic Analysis - An Oxford Economics Company)

COMPONENT B

TARGET 1: LODGING

HOTEL/MOTEL/SHORT-TERM RENTALS

(Increase proactive year-round promotion of ordinance to lodging)

TACTICS

- ◆ Increase H2otel challenge participation (existing goal = 24 hotels and 6 restaurants)
- ◆ Showcase hotels that have already participated in rebates and water savings
- ◆ Develop more visually captivating new towel rack and nightstand and bath tents through a social media photo contest #simplysantafe #howtosavewatersantafe
- ◆ Outdoor facility manager QWEL Lite training
- ◆ Promote Green Lodging Initiative
- ◆ Information Partnership -SF Lodging Association, SF Tourism, SF Renters Association and Green Chamber
- ◆ Promote social media based photography contest via #simplysantafe and #howtosavewatersantafe to update posted materials in all lodging establishments.
- ◆ Work with Santa Fe Tourism to identify licensed short-term rentals for direct mailing and posting water conservation materials (similar to hotels/motels).
- ◆ Identify advertisement platforms (Arbnb & VRBO) promoting Santa Fe short-term rentals during peak demand season for direct ad placements on water conservation requirements/tips for visitors.
- ◆ Provide conservation materials for each rental.
- ◆ Design and provide visible window display from WCO.



7 Cost-Effective Ways to Conserve Water for Commercial Use

When it comes to cutting costs for your business, your efforts might be going down the drain—literally! Water conservation is often overlooked in business owners' budgetary decisions, and yet can be a great place to cut overhead costs without compromising products or services. This is especially true if your business is a hotel or run in an older building that uses outdated plumbing fixtures.

In honor of World Water Day coming up on March 22, Pacific Plumbing Specialties presents seven cost-effective ways to conserve water, saving the planet and your money at the same time.

DID YOU KNOW?



The Earth has 1,386,000,000 km³ of water total, but only 2.5% of that is fresh water.



Facilities such as schools, hotels, retail stores, office buildings, and hospitals account for up to 17% of publicly supplied water use in the United States.



Water costs account for 1-2 percent of a business's overhead. Saving water can help reduce overhead costs.

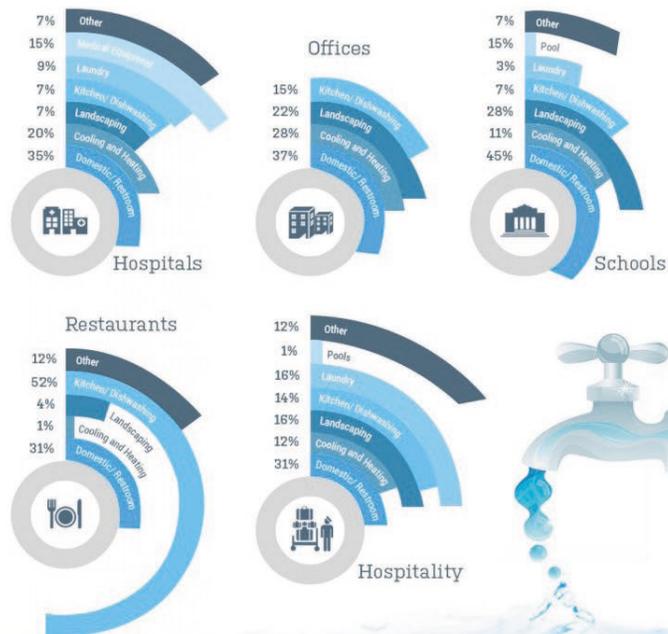


Many government agencies and water utilities provide rebates, grants, and tax relief to businesses to encourage water conservation.



Many technologies are **already available** to help conserve water while still allowing us to meet our needs for agricultural, industrial, and residential use.

End Uses of Water in Various Types of Commercial and Institutional Facilities



COMPONENT B

TARGET 2: FOOD & BEVERAGE INDUSTRY

(Increase proactive year-round promotion of ordinance to food and beverage industry).

TACTICS

- ◆ Develop staff/server informational training kits (English & Spanish)
- ◆ Training presentation for Santa Fe Restaurant Association
- ◆ Update tabletop and other signage via social media photo contest #simplysantafe #howtosavewatersantafe
- ◆ Promote social media and digital advertisement for targeted tourist establishments (Open Table, Yelp, etc.)



COMPONENT B

DATA

There are 31 spa facilities in Santa Fe that have many water use appliances (washers, dryers, showers, toilets, urinals; and some with pools).

TARGET 3: SPA & GYM FACILITIES

TACTICS

- ◆ Direct outreach with informational kits
- ◆ Towel rack notes
- ◆ Restroom signs for locker rooms
- ◆ Video sharing library
- ◆ Promotional material placement
- ◆ Digital social media and digital advertisement





COMPONENT C

Increase participation in landscape and outdoor rebates by 10% and maintain Water Bank reserve of 25 Acre Feet.

MOST COMPELLING MESSAGE

Residential irrigation has a significant impact on Santa Fe's water supply. 52 percent of customers are single-family with 40 percent of water used for irrigation. Studies indicate that up to 50 percent of the water used outdoors is wasted due to system inefficiencies and overwatering.



COMPONENT C

TARGET 1: SINGLE-FAMILY RESIDENCES

TACTICS

- ◆ Promote outdoor rebates.
- ◆ Promote do-it-yourself sprinkler system inspections to save money and water
- ◆ Host water efficiency demonstrations and provide an incentive (coupon or other) for attendance.
- ◆ Host a quarterly outdoor “Blue Thumb” efficiency workshop at home improvement stores for outside seasonal demonstrations with a home water form that qualifies for water bill incentive (coupon or other) once completed.
- ◆ Include a permanent informational irrigation booth at home improvement store.
- ◆ Develop a QWEL “Lite” training for residential customers with water bill credit for attendance.
- ◆ Provide customer outdoor water kits for check-out (similar to Ft. Collins)
- ◆ Design community-wide event around Fix-A-Leak Week to promote water efficiency tools and demonstrations.
- ◆ Provide cross-promotion with water/energy audits.
- ◆ Fix A Leak Week – Outdoor focus with “Find it, Flag it and Fix it” WaterSense program demonstration.



COMPONENT D

Continuation of ongoing general awareness news items and event promotions.

NO STRATEGIES HAVE BEEN IDENTIFIED FOR EXISTING CHILDREN'S PROGRAMS, AS THEY ARE ESTABLISHED TURN-KEY EVENTS.

TACTICS

- ◆ Editorial calendar with topics and targeted traditional and new media news

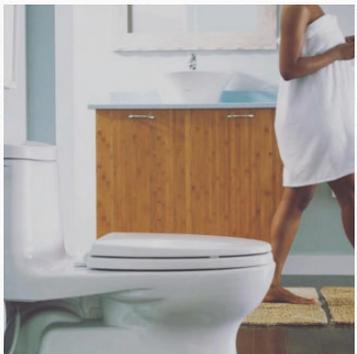




cityofsantafe FOLLOWING ▾

Visit Santa Fe Follow us as we show you more than 400 years of history and culture. #SantaFeNM #SantaFe #NewMexico #TheCityDifferent bit.ly/1NyiCPK

593 posts 4,529 followers 939 following



COMPONENT E

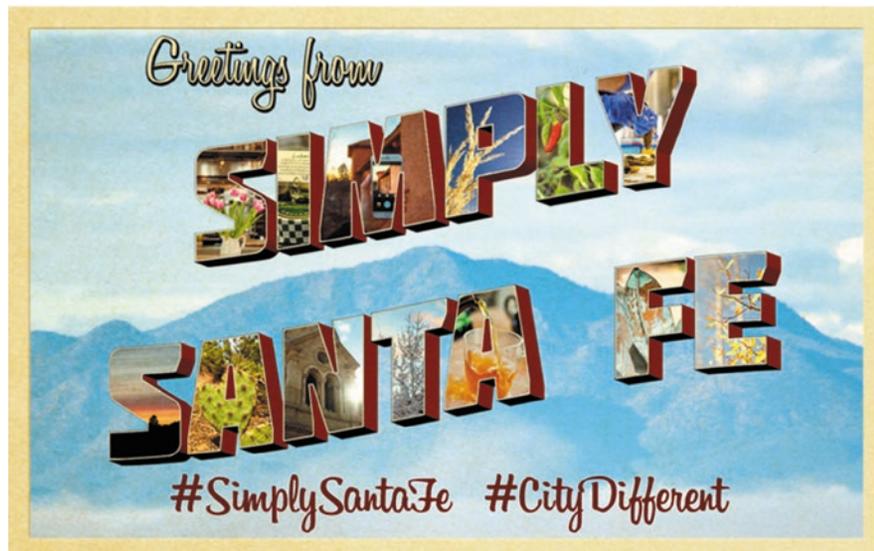
Add new & social media to the promotional mix



The objective of using social media platforms to provide water conservation program information is to reach more customers through the media they use.

SOCIAL MEDIA INFLUENCE

STRATEGIC COMMUNICATION IN THE DIGITAL AGE



◆ 2015 Santa Fe Economic Development Department survey indicates 94 percent of locals feel that promoting Santa Fe activities through social media is important, and 58 percent feel that social media is the most effective way to reach people.

◆ The City's recent #HowToSantaFe Social Media Campaign generated 52.3 million views.

◆ The number of mobile users has been rapidly growing in recent years. In 2014, mobile surpassed desktop computer use, and combined sales of smartphones and tablets were up 50 percent. Sixty-six percent of emails are now opened using a smartphone or a tablet.

◆ Social media allows the dissemination of a lot of information routinely and regularly to keep top-of-mind awareness and just-in-time information.

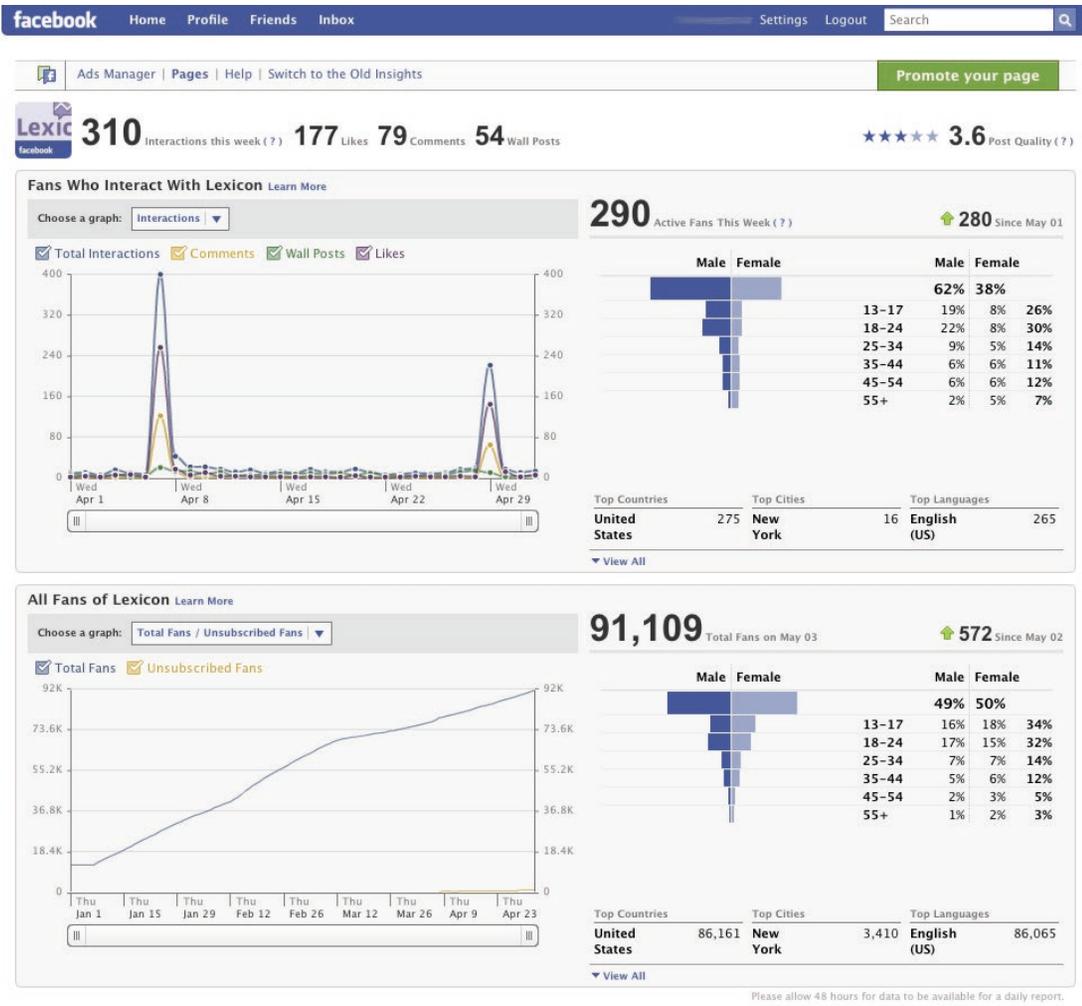
◆ Seventy one percent of online adults use Facebook; eight-two percent are ages 30-49; sixty five percent are ages 50-64.

◆ 63 percent of both Facebook and Twitter users receive news on the social networks, up from 52 percent of Twitter users and 47 percent of Facebook users last year.

◆ 59 percent prefer Twitter for breaking news and 31 percent who find it on Facebook.

SOCIAL MEDIA METRIC TRACKING

Social media reporting provides extensive and detailed demographic reporting on who and what are being viewed along with interactive data.



MEDIUMS INCLUDE

- ◆ Instagram
- ◆ Facebook
- ◆ Twitter
- ◆ Website Posts
- ◆ Website Events Calendar
- ◆ Digital News Releases
- ◆ Digital Advertisement
- ◆ Videography – YouTube

SOCIAL MEDIA MANAGEMENT

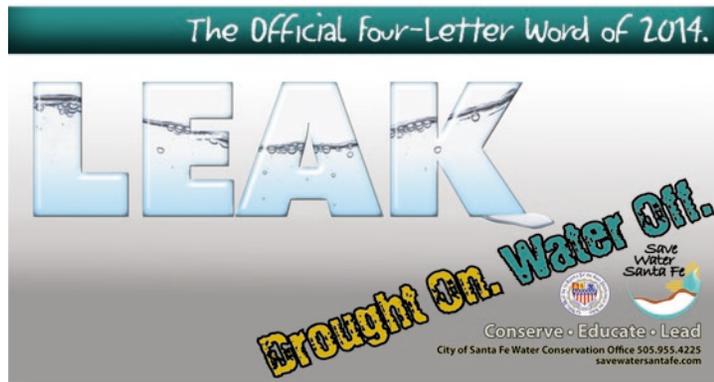
New social media management is easier than ever before and can be pre-scheduled for posting with numerous analytic tools to monitor social media post.

WaterSense partner provides weekly social media commentary for use by municipal partners on seasonal topics and specific target audiences geared toward greater water efficiencies.

Social platforms will include the existing City of Santa Fe social platforms and development of social media platform on the www.savewatersantafe.com website.

COMPONENT F

Integrated digital and traditional advertisement



BACKGROUND

The 2012 Strategic Plan called for general awareness paid advertisement campaigns as a first phase to building community awareness.

Currently, paid advertisement has focused on general awareness of water conservation programs to the community as a whole, primarily through traditional advertisement platforms. Ad campaigns have also been developed each year to focus on drought conditions. Water Conservation staff negotiated ad placement schedules and fees with limited tracking metrics. While successful and necessary for the extended drought, the advertising components now need to prompt customers to take water conservation to the next level. The creative development costs associated with yearly campaigns also need to be reduced. Badger mobile app "Eye on Water" allows for direct customer messaging.

INTEGRATED DIGITAL & TRADITIONAL ADVERTISEMENT



RECOMMENDATION

It is recommended that a multi-year ad campaign be developed to make it easier for individuals and businesses to implement water conservation measures that produce measurable results for the customer. This will reduce creative costs and promote a singular identifiable campaign brand/theme (like Denver Water, see ad at left).

CONCEPTUAL APPROACH

The conceptual approach for identifying the ad campaign is based on the idea that tools and incentives are available that can make a big difference in conservation: It's easy to save, you have a part to play, and everyone benefits. The message would be graphically supported with a singular design. Others have successfully used “*Use it Like There's NONE Tomorrow*” and “*Save Water All Ways. Always*”. All advertising would drive customers to the website to learn more about how to understand their water bills and use water more efficiently.

TACTICS

- ◆ Use both traditional and digital advertisement based on data that identifies target demographics to pinpoint communication channels used most.
- ◆ Multi-year campaign based on the idea that tools and incentives are available, guide customers to take ownership of water conservation.
- ◆ Use outside ad firm to develop campaign that meets industry standards.
- ◆ Place ads through New Mexico Broadcaster Association for added value.



ADVERTISEMENTS

PLACEMENT/SCHEDULE/ADDED-VALUE

RETURN ON INVESTMENT

Advertisement firms are able to deliver the best return on investment for ad placement, scheduling and reporting.

Advertisement media department plan and negotiate buys for multiple clients and has direct relationships with hundreds of media partners. Through these relationships and through the volume of media they purchase, they are able to secure lower rates and more value-added placements than a municipality would receive working directly with media buyers.

Advertisement companies work with a broad range of media outlets, allowing them to provide historical performance information on a media vehicle and allows them to be on the cusp of new and emerging media opportunities.

Waterwise in Winter

Make water conservation a part of your holiday tradition.

Water conservation is a year-round commitment in Santa Fe. For tips on how you can save water this holiday season visit www.savewatersantafe.com

Saving Water is Always in Season
 Santa Fe Water Conservation Office
 (505) 955-4225 • www.savewatersantafe.com

SAVE WATER Santa Fe

CITY OF SANTA FE WATER CONSERVATION OFFICE

It's not coming back.

Not his hair and not the water he's letting run down the drain. Long gone are the days when Santa Fe could use water without thinking.

Turn off the water when you don't need it during your grooming routine, whether you're shaving, brushing your teeth or staring in the mirror at where your hair used to be.

Saving Water is Always in Season
 City of Santa Fe Water Conservation Office 505.955.4225
savewatersantafe.com

SAVE WATER Santa Fe

CITY OF SANTA FE WATER CONSERVATION OFFICE

SUMMER READING GUIDE FOR WATER-WISE KIDS

School's out for summer, but learning takes place year-round!
 Water-wise living starts at home so be sure to add these water conservation books to your list of summer reading.

Every Last Drop (Mulder 2014) You can get a low-flush toilet, plant a tree, or just take shorter showers!

Down the Drain (Ganari 2005) Covers the many ways in which we use water. It features a water diary tool, why wasting water causes problems, and the science behind why our bodies need it.

Saving Water (Morris 2009) Introduces kids to the environmental issues facing the world today. Packed with informative text and fun activities for children.

Needs of the Water (Alondra Caizadilla) A 1st grade finalist in the Santa Fe Water Conservation Program's annual poster contest.

Saving Water is Always in Season
 City of Santa Fe Water Conservation Office
 505.955.4225 • www.savewatersantafe.com

SAVE WATER Santa Fe

CITY OF SANTA FE WATER CONSERVATION OFFICE

LOCAL ADVERTISING

INITIAL IDEAS FOR REACHING LOCALS WITH UNIQUE MESSAGING IN THE SANTA FE MARKET

DIGITAL (ONLINE/SOCIAL)

One of the best ways to reach the Santa Fe community is online. Digital pre-roll, in-app, mobile and banner ads are some of the most targeted and most trackable mediums. Not only does digital give us the ability to test messaging and quickly optimize, it also allows us to target down to the zip code level, reaching the neighborhoods that need to hear the message most.

DIRECT MAIL

As a highly targeted, personal medium, direct mail can serve as a way to get the water conservation message into the hands of individual Santa Feans. According to the United States Postal Service, 98 percent of people retrieve their mail daily, and 77 percent of people sort it immediately. Direct mail provides a lot of creative freedom and the ability to create a piece that will capture people's attention and may even be kept in the home, allowing the message to stay top-of-mind.

GAS STATIONS

As Santa Fe outdoor advertising options are limited, gas station advertising is an alternative way to reach our target. Gas pump top advertising is the most popular form of gas station advertising. On average,

people visit a gas station within one mile of their home five times per month and tend to spend between three and five minutes at the pump each time they stop. This is a great opportunity to present our message.

TRANSIT

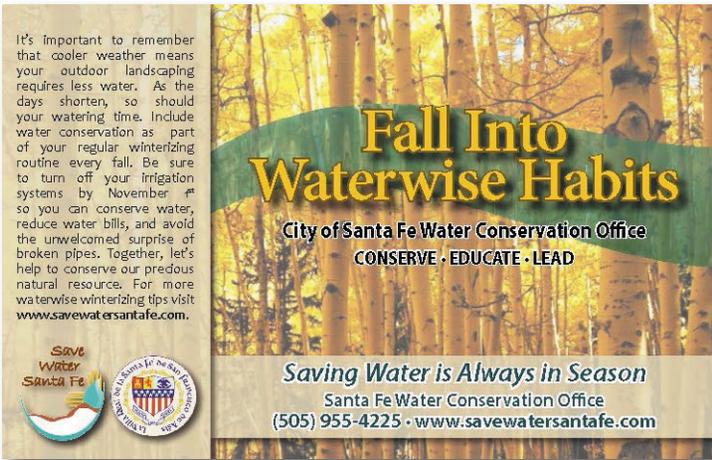
Bus wraps and shelters can provide an advertising footprint that we are not able to access with any other media. With wraps serving as mobile billboards and shelters as stationary billboards, we are able to reach new areas of the city with large, impactful creative ads. Transit is also a great supplemental medium to reiterate a message someone may have seen at the gas station, grocery store or in their mailboxes.

RETAIL

Again, with limited outdoor options in Santa Fe, grocery stores and malls are a great way to reach the intended target audience. The average grocery shopper visits the grocery store 2.2 times per week and spends 42 minutes in the store each trip. By having our message in grocery stores, as well as in malls like Santa Fe Place and De Vargas, significant impressions can be gained and people will have time to spend with the message.

TARGETED PLACEMENT

Targeting will focus advertisement and will be based on the communication channels most used by segmented audiences and influencers. To be more cost effective in ad placements, ads would be placed through the New Mexico Broadcasters Association.



GRAPHIC DESIGN

Move from individual project graphic design to a coordinated effort to reduce redundancy, better align with measurable strategic goals, messaging and reduction in edit time/cost. Includes press materials, presentations, reports, photographic materials, video, promotional materials, website, digital and traditional ads, social media and promotional events or programs.

GIVEAWAYS

Align and coordinate giveaways to next level of water saving strategic planning with items that will create actual water savings and align with measurable strategic goals focusing on indoor and outdoor water efficiencies.



COMPONENT G

Community-Wide Signature Event

BACKGROUND

City of Santa Fe Water Conservation already has two highly successful events geared toward elementary age school children, and have participated in the National Mayor's Challenge for the past three years. There is not community-wide event geared toward the entire Santa Fe community.

RECOMMENDATION

The City of Santa Fe Water Conservation Office should extend their outreach to a signature community-wide event as the kick-off to the high demand season.

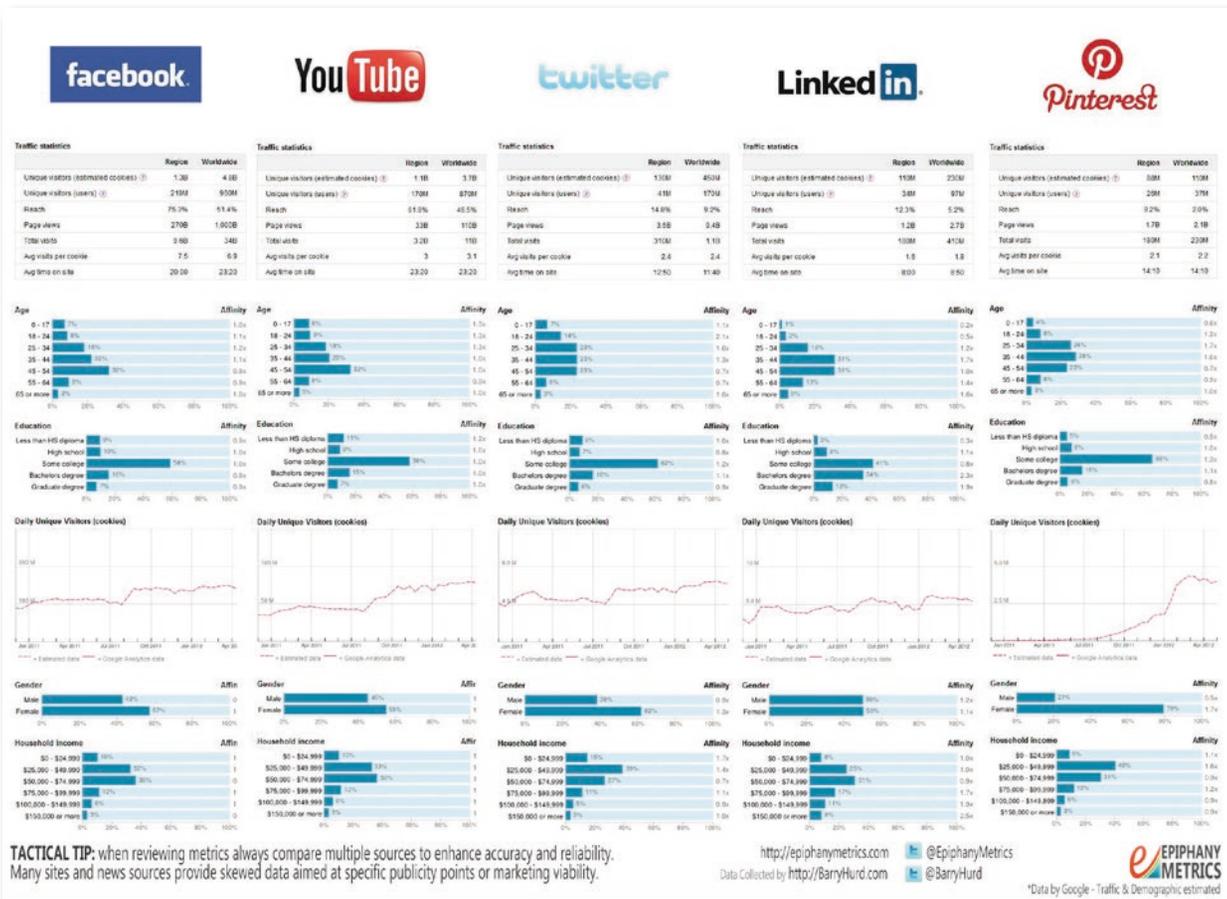
"COLOR FOR CONSERVATION" CONCEPT

There would be an annual art event in coordination with the City of Santa Fe Arts Committee that would take place at the Santa Fe Plaza to raise awareness for what can really be accomplished with just one simple gallon of water.

Watercolor artists from all over Santa Fe would gather together for the all-day event where they would use just one gallon of water to create their visions depicting water conservation related themes. All of the art created that day (from just a simple gallon of water) would be displayed in the Santa Fe Convention Center gallery.

This event would be designed for all ages (kids could paint too), locals and visitors, and feature food, music and opportunities to learn more about how Santa Fe gets its water and why it is so critical to practice conservation.

This event would be a fun, yet powerful way to dramatically demonstrate how much can actually be created from just one single gallon of water. The event would make for great PR opportunities, as well as help raise awareness for our proposed "It Doesn't Take Much" water conservation campaign.



COMPONENT H

Success Metrics

- ◆ Maintain GPCD at 95 or below
- ◆ 1 million ad impressions
- ◆ 80,000 people reached earned media (PR)
- ◆ 500,000 impressions on social media/news media channels
- ◆ 20 percent increase in water audits conducted
- ◆ 2 percent increase in Water Bank (or maintain)
- ◆ 25 percent increase in Hotel, Food/Beverage and Spa Participation

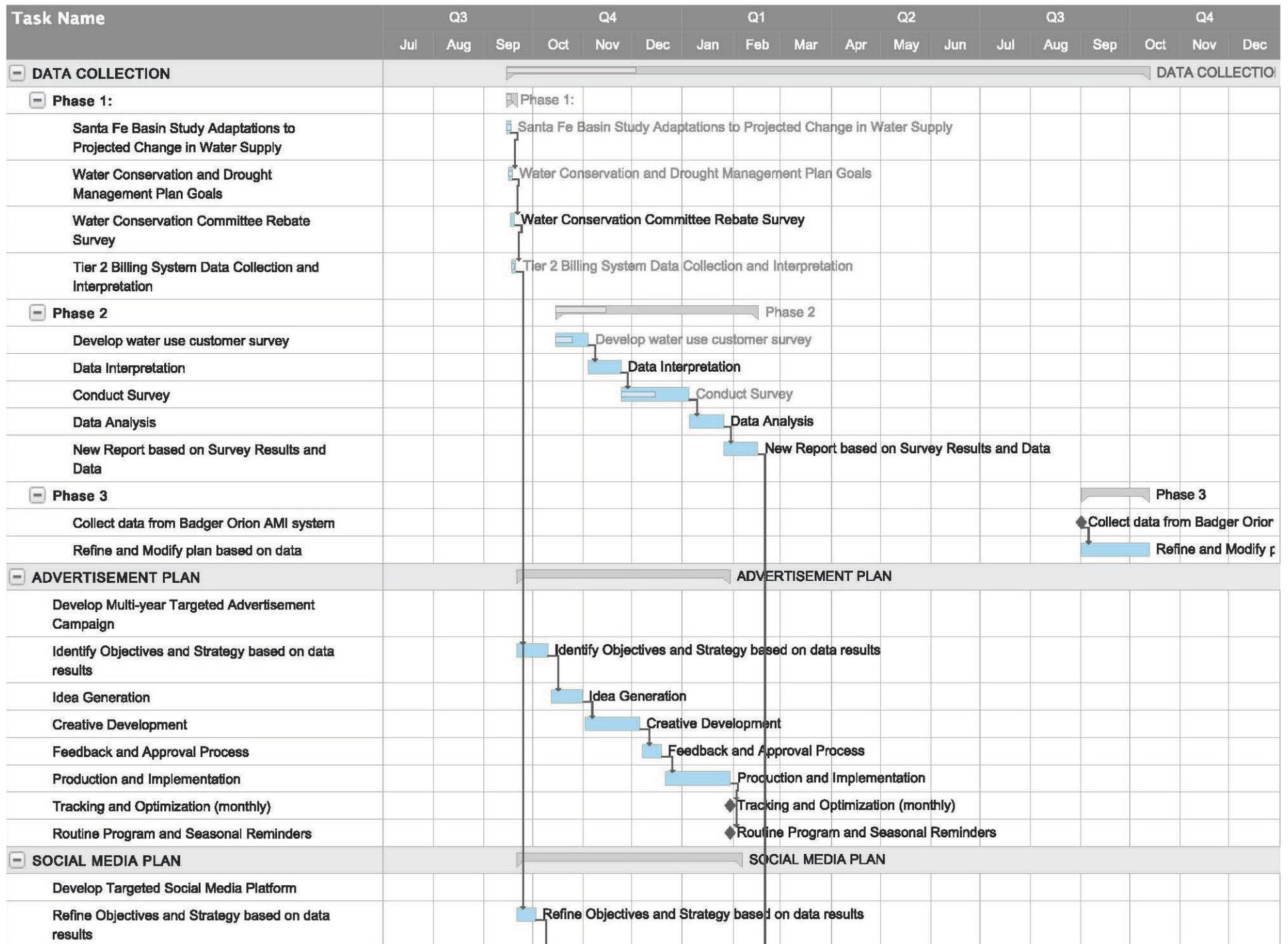
TACTICAL TIP: when reviewing metrics always compare multiple sources to enhance accuracy and reliability. Many sites and news sources provide skewed data aimed at specific publicity points or marketing viability.

<http://epiphanymetrics.com>
Data Collected by <http://BarryHurd.com>

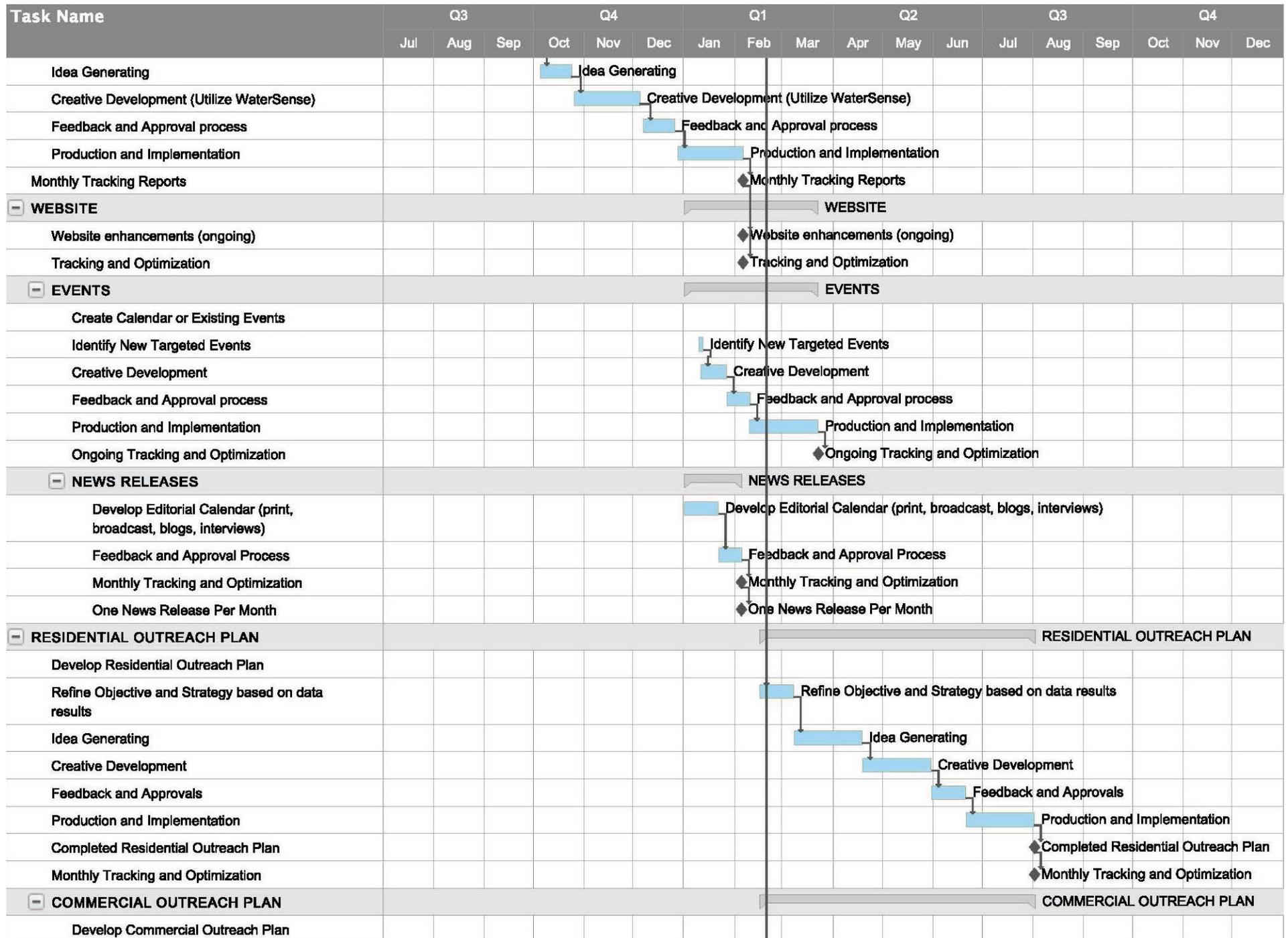
@EpiphanyMetrics
@BarryHurd

EPIPHANY METRICS
*Data by Google - Traffic & Demographic estimated

IMPLEMENTATION TIMELINE



IMPLEMENTATION TIMELINE CONT'D



IMPLEMENTATION TIMELINE CONT'D

Task Name	Q3			Q4			Q1			Q2			Q3			Q4		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Refine Objectives and Strategy based on data results																		
Idea Generating																		
Creative Development																		
Feedback and Approval Process																		
Production and Implementation																		
Completed Commercial Outreach Plab																		
Monthly Tracking and Optimization																		

