



## ***2019 Master Plan Goals***

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- Engage customers and build relationships
- Empower customers with the knowledge and skills to reduce their water use
- Reduce customer demand for imported water
- Prepare District customers for the impacts of future droughts



# 2019 Master Plan Strategy #1

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## Empower customers

- 2018-2021 Strategic Priority #2 for Superior Service: Give customers control
- Empowered customers have the knowledge and skills to drought-proof their landscapes
- Empowered customers have access to relevant information through a variety of outreach platforms
- Empowered customers become District partners and advocates for water-use-efficiency efforts in their communities





# 2019 Master Plan Strategy #2

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## Create Resilient or “Drought-proof” Customers

- Resilient customers have landscapes that will survive the next drought
- Resilient customers understand the unique conditions of their local and regional landscapes
- Resilient customers are the most efficient customers





# *The 2019 Plan has Three Parts*

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## Customer Survey – University of California, Riverside

- The survey asked about customer attitudes and beliefs about water use efficiency

## Program Plan – Maureen Erbeznik and Associates

- Incorporates survey results
- Provides guiding foundation for programs and customer engagement

## Marketing Plan – JPW Communications

- Incorporates survey results
- Outlines schedule, methods, and evaluation for customer engagement



# ***Stakeholder Survey Highlights***

162 (of 465) responded: Most important reasons they removed turf

**1**

**43%**

Potential  
money  
savings on  
bill

**2**

**28%**

Potential  
water  
savings

**3**

**9%**

District  
rebate

**4**

**7%**

I like the  
look

# Stakeholder Survey Highlights

209 (465) responded: Most important reasons they did not remove

5

56%

Too  
expensive

6

19%

I don't like  
the look

7

4%

Won't save  
enough  
water

8

1%

Unaware of  
program

# *Stakeholder Survey Highlights*

If you were going to remove turf, what 3 factors are most important?

9

46%

It must be low  
maintenance

10

28%

It must be  
colorful

11

26%

It must be  
functional

# ***Program Plan Highlights***

A dynamic guide for customer engagement

1

## ***Web-based***

The Plan lives online for easy access and updates

2

## ***Relationships***

The Plan outlines programs to engage customers and build relationships

3

## ***Empower***

The Plan seeks to give customers control of their water use and empower them with the knowledge and skills to take action on their own

4

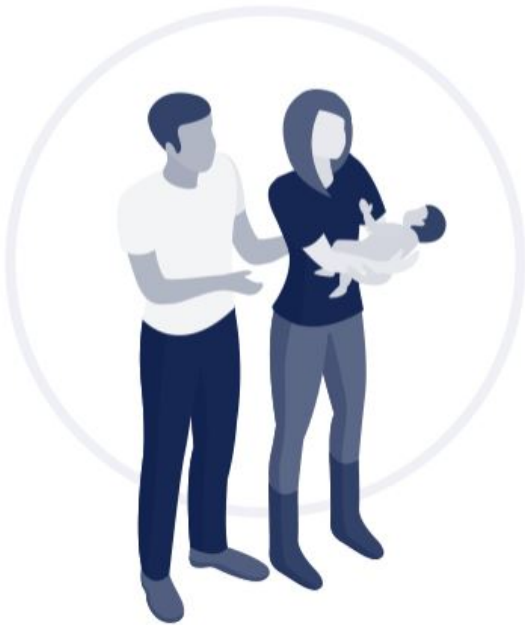
## ***Resilience***

The Plan seeks to prepare the District and its customers for the next drought



# Program Plan Highlights

## SAMPLE “NEW MOVE-IN” CUSTOMER



### LEARN

#### Profile

- A married couple in their late 20s
- Sierra Club members
- Stay-at-home dad
- Wife is a professor at UCR

#### Highest Response Potential

- Full turf replacement with watershed approach

### PERSONALIZE

#### Goals

- Secure budget compliance for customers presently out of budget
- Establish positive customer / agency communication pathways
- Heavily assist top target customers through program process
- Have them sign up for turf removal program

#### Marketing Message

- Status symbol to have watershed property
- Environmentally responsible
- Beauty

#### Recommended Outreach

- “Welcome” call by Engagement Consultant

#### Additional Strategies

- Initial “Welcome” outreach via phone call and offer audit
- Use audit to create strong customer / agency connection and identify “top target” customers

# Program Plan Highlights

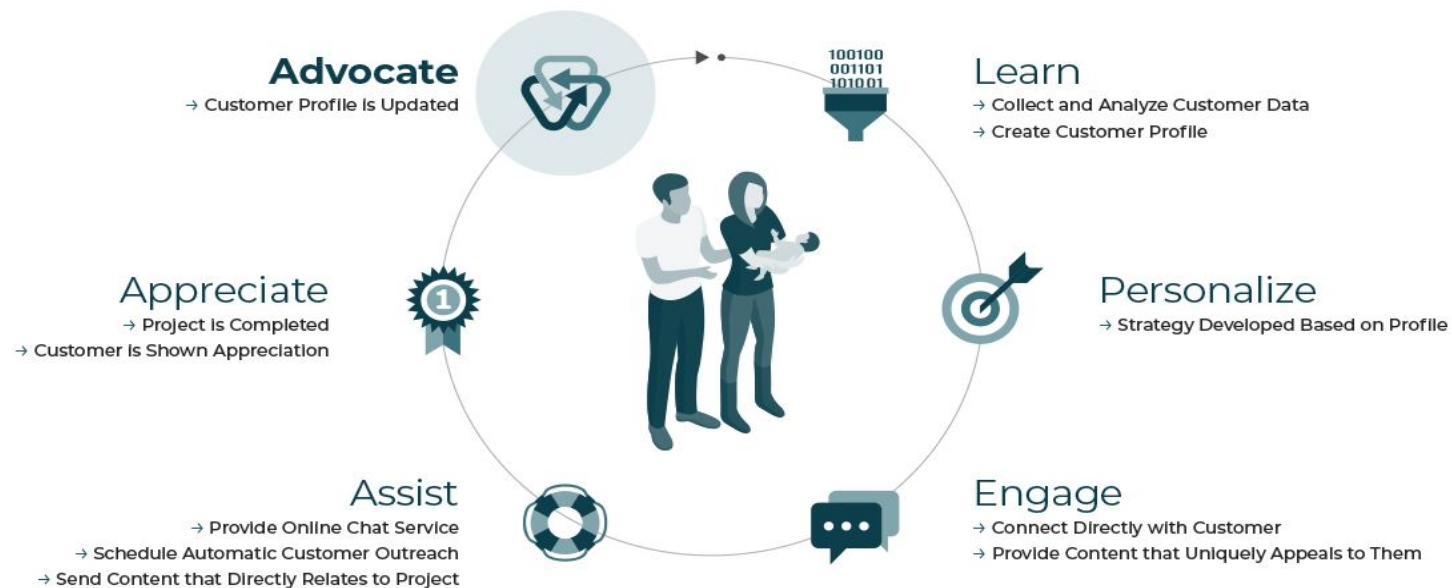
## HOW WESTERN CAN ENGAGE CUSTOMERS

Customer-focused businesses understand that robust customer engagement tactics foster sales response, brand growth, and loyalty.

For Western, heightened customer engagement will translate to better program response, increased water savings, a more positive customer perception of Western, and advocacy and support for Western's endeavors.

There are specific tactics used to build an effective customer engagement strategy.

These are:



# *Marketing Plan Highlights*

Better communication with customers

1

## *Storytelling*

The Plan tells the District's story in an engaging and compelling manner

2

## *Promotion*

The Plan promotes District information and programs to empower and create resilient customers

3

## *Messaging*

The Plan develops compelling messaging using the Survey results

4

## *Relationships*

The Plan helps build the relationship between the District and its customers

# *Marketing Plan: First Outreach Piece*

If it doesn't  
spark joy,

let it go.

The turf program is back, so  
you can replace your lawn  
with more joyful landscaping.

- Turf replacement rebate increased to \$3 per sq/ft
- 5,000 square-foot maximum
- Apply at [socalwatersmart.com](https://socalwatersmart.com) to spark joy in your yard!

**WESTERN MUNICIPAL  
WATER DISTRICT**







# Questions

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