City of Santa Fe Water Conservation Survey

Survey Reponses: 552

Modeled after the 2010 research study survey "*National Water Research Foundation: Water Conservation: Customer Behavior*" survey in partnership with the USEPA.

Data-driven to better understand water use behaviors and influences to refine targets and message priorities for measurable outcomes.

Objective
Understand single-family household behavioral motivations to adopt water saving practices and the most appropriate communication approaches to influence that behavior.

Goal
Achieve more widespread adoption of water conservation practices and rebate participation among diverse communities.

Communication Channels & Reach

Vendor	Potential Reach	Potential Impressions
Hutton Radio/santafe.com	246,000	974,000
Santa Fe New Mexican	225,000	800,000
Que Suave Radio/ Santa Fe Hometown News	30,000	100,000
Bill Inserts	38,000	150,000
Green Fire Times	30,000	90,000
Santa Fe Reporter	60,000	200,000

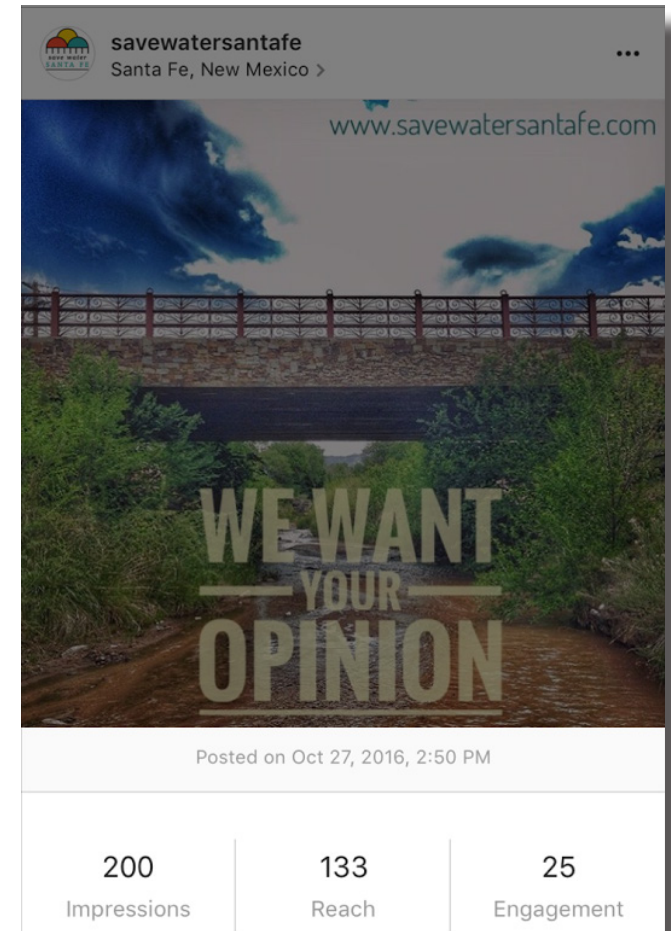**Social Media**

Facebook & Instagram

Reach – 36,914
Impressions – 1,586
Engagement – 332

Nextdoor
Reach –4,503

Website: www.savewatersantafe.com
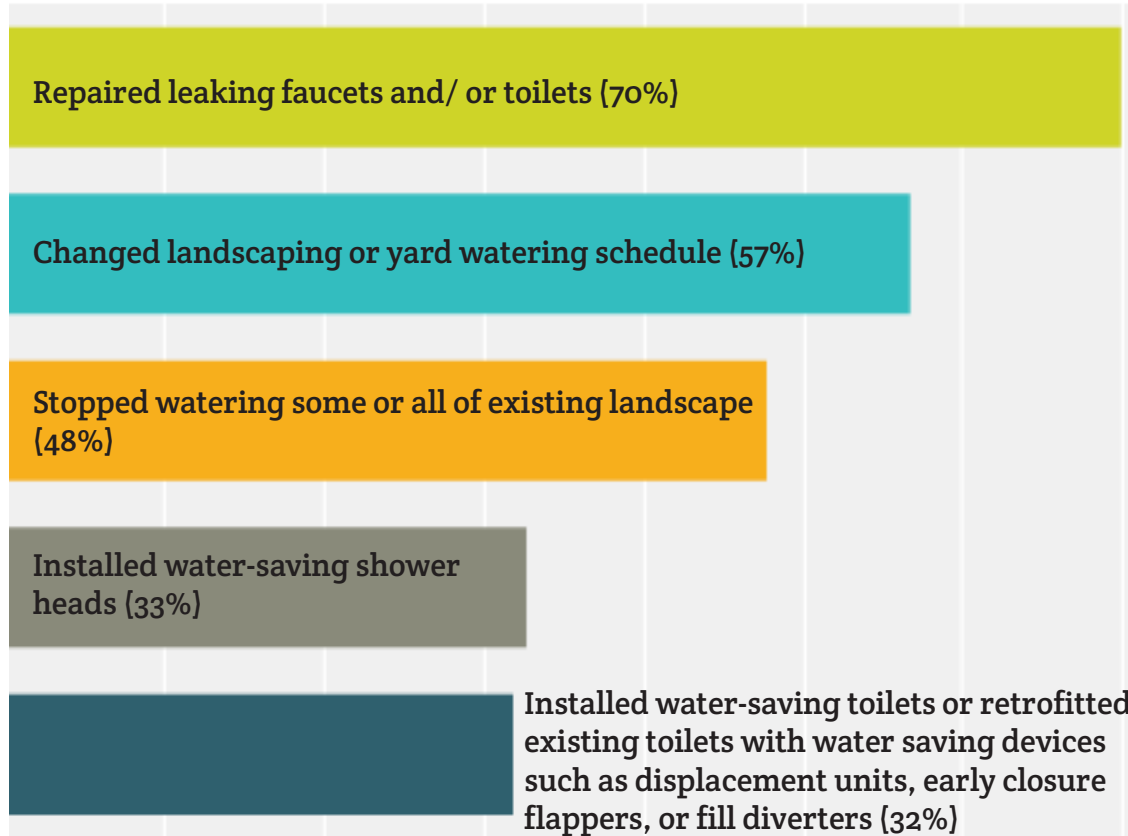**Page views: 1,241**

General Environmental Concerns

Top Concerns
Percentage of respondents who strongly agree with the
following environmental concerns:

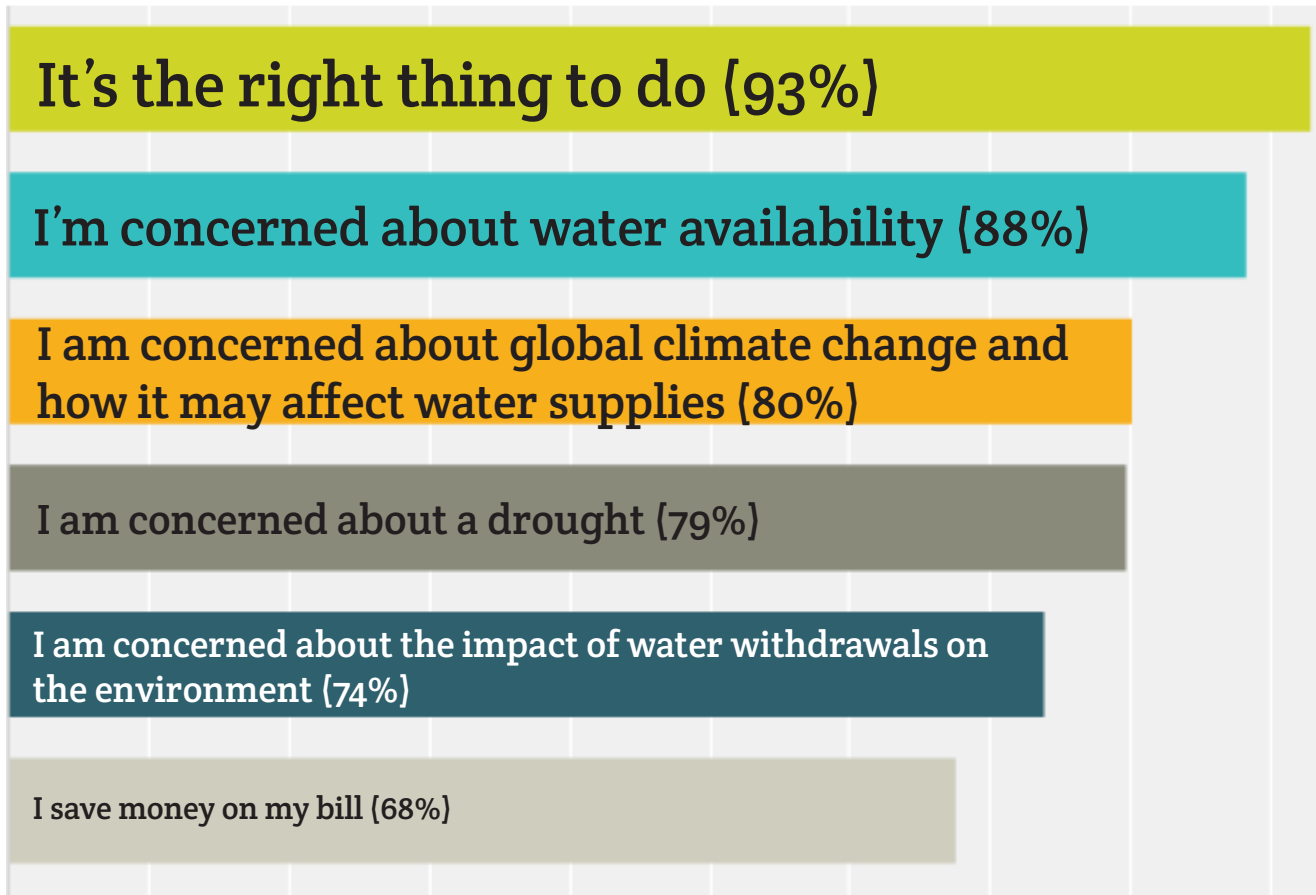|	
Water is precious and in great demand for many uses.	94%
Global climate change is occuring	83%
Protecting our watershed is a major problem.	74%
People do not recyle enough.	61%
The quality of water is becoming worse.	37%
Wildfires are impacting our water supply.	33%

Water Conservation Behavior

Which actions have you performed during the last year?

Repaired leaking faucets and/ or toilets (70%)

Changed landscaping or yard watering schedule (57%)

Stopped watering some or all of existing landscape (48%)

Installed water-saving shower heads (33%)

Installed water-saving toilets or retrofitted existing toilets with water saving devices such as displacement units, early closure flappers, or fill diverters (32%)

Behavior Motivation

Reasons customers support the conservation steps they are already taking.

Reasons customers support decision to rarely or never take conservation steps.

It's the right thing to do (93%)

I'm concerned about water availability (88%)

I am concerned about global climate change and how it may affect water supplies (80%)

I am concerned about a drought (79%)

I am concerned about the impact of water withdrawals on the environment (74%)

I save money on my bill (68%)

I am already conserving as much as I am able (74%)

Can't afford to purchase and install water saving fixtures (17%).

Rebate Participation Among Utility Customers

The Santa Fe utility never offered one, but I would have participated if it did (44%).

Yes I have participated in a Santa Fe utility rebate (33%)

The Santa Fe utility offered it, but I did not participate (19%)

The Santa Fe utility never offered one, but I would not have participated anyway (4%).

CUSTOMER SUGGESTIONS:

"It would be great to get rebates and tax incentives for installing artificial turf."

"Would love to have rebates on installing Hot Water Line Recirculating system."

"Rebates for gray water systems should be offered."

"What about a city program offering a discount on water catchment containers."

Communication

Most Effective Ways to Reach Utility Customers with Water Conservation Information
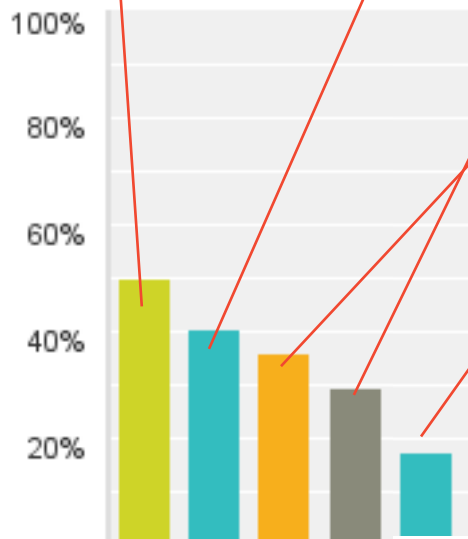
Utility bill inserts (50%)

Social Media (41%)

Internet Search/Utility Website (41%)

Free home water efficiency audits (36%)

Video demonstrations about water conservation (16%)

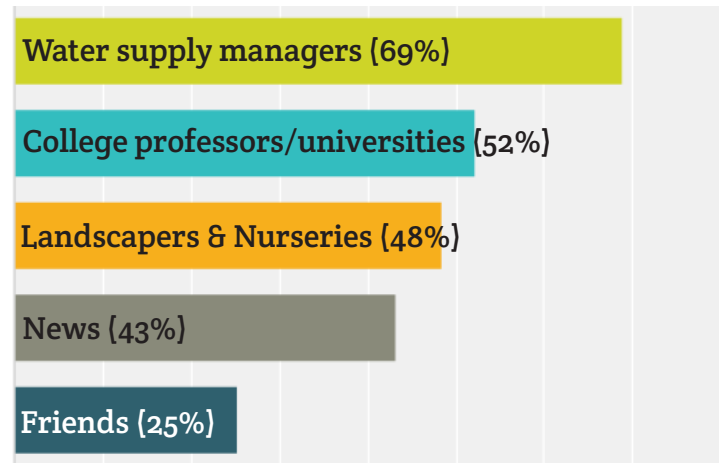### Credible Sources of Water Conservation Information

Water supply managers (69%)

College professors/universities (52%)

Landscapers & Nurseries (48%)

News (43%)

Friends (25%)

RESULTS

Phase 1
Current Customer

- 73% Tier 2 customers reside in 87501 zip code, ¾ are white and 54% female ages 45
- 64% of homes were built before 1994 national water-efficient code

Phase 2
Household Water Conservation Behavior Study

- Motivated by community responsibility and climate change concerns
- Rebate lack of awareness
- Promotional mix of digital-based advertisement, video demonstrations, social media platforms

Phase 3
Advanced Metering Analytics (EyeOnWater)

- Pilot Project
- Leak detection before water billing cycle saved millions of gallons of water and $ for customers.
- 200 participants over six weeks detected over a million gallons lost due to leaks.
- Detections were caught within days compared to four to six weeks billing cycle.
- Roll-out (December 2) – review data in 3 months.

Data collection provides customer insight and real direction for message development, targeting audiences and identifying the right promotional mix.