



Communications Activities Update

August 16, 2023



Overview

- Current & Ongoing Water Efficiency Outreach Activities
- Customer Research & Engagement
- Next Steps

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Current & Ongoing Water Efficiency Outreach Activities

Current Water Efficiency Outreach Activities: Highlights

- Rachio irrigation controller special campaign promoted in July eNews
69 purchased through this promotion! (Compared to a high of 17 in recent months and 67 in June 2021 during drought)
- Bill insert promoting the Watershed Approach to Landscaping workshop series which is offered through District partnership with College of Marin
All classes have 12+ participants just 1 week into registration opening
- WaterSmart Gardening web page highlighting dozens of resources
Improved functionality and navigation

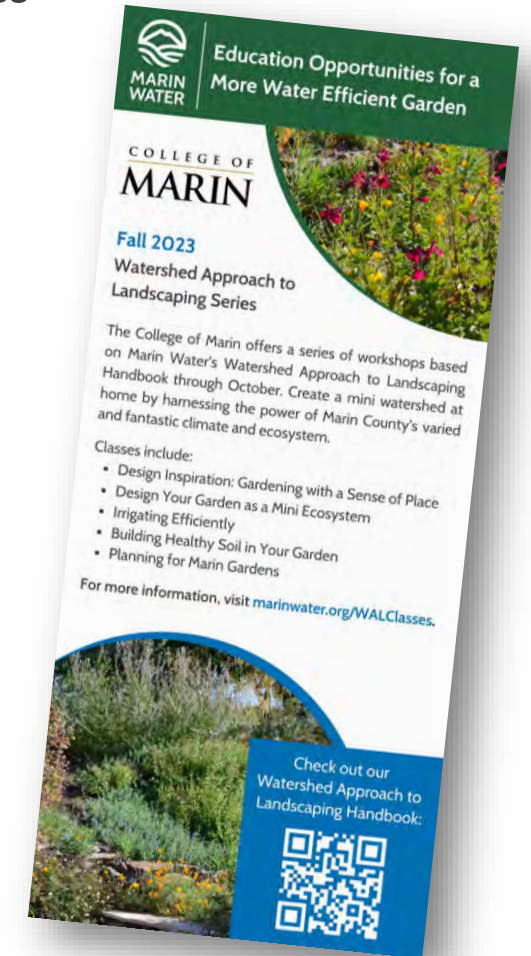
Special discounts available on Rachio smart irrigation controllers



Marin Water is committed to helping customers reduce water waste and build a sustainable approach to water usage. That's why we partner with Rachio to offer deep discounts on irrigation controllers – including the newly added 4-station controller for smaller landscapes – that can predict weather changes and automatically adjust watering schedules to ensure your landscaping receives just the right amount of water.

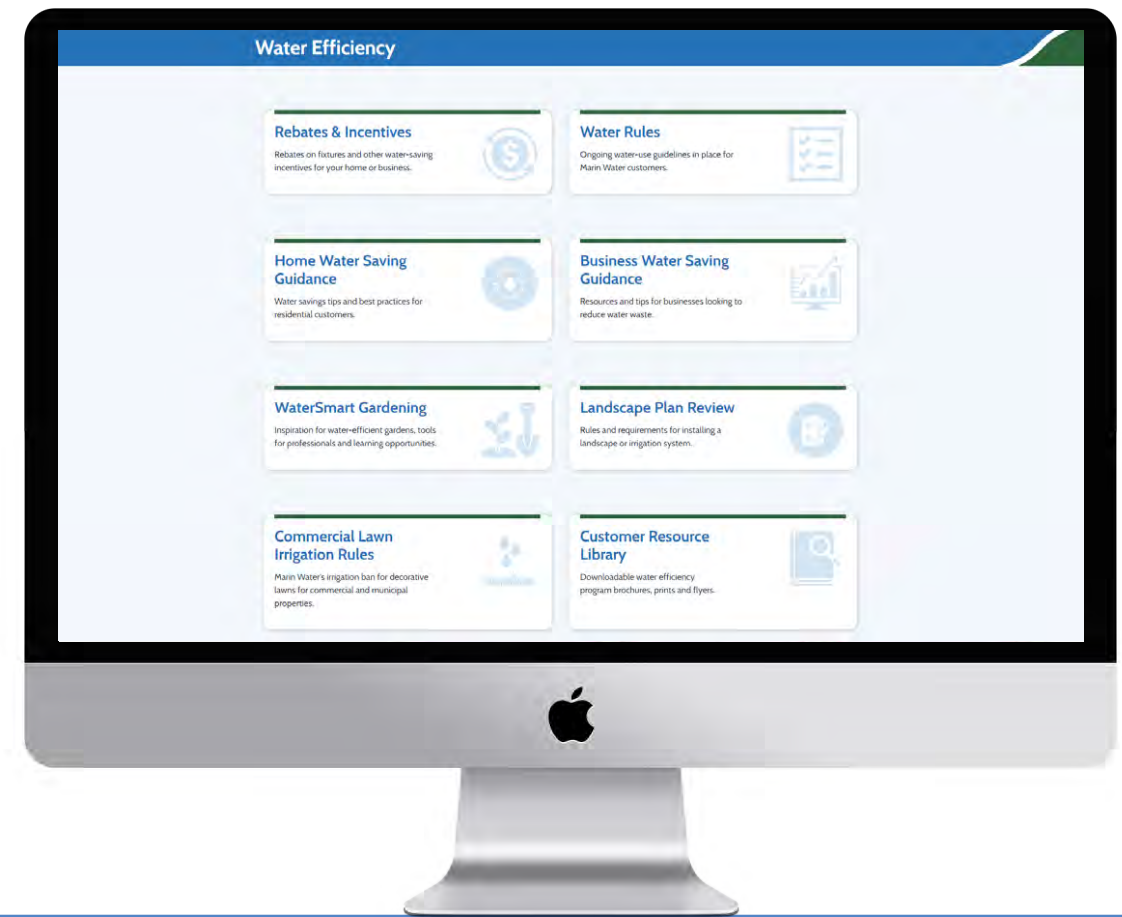
In July, discounts on 4-, 8- and 16-zone Rachio 3 controllers are getting even more generous, with rebate-included prices ranging from \$19.99 to \$69.99. This promotion is available July 6-16, so place your order soon.

[Check out the deal](#)



Current Water Efficiency Outreach Activities: Website Improvements

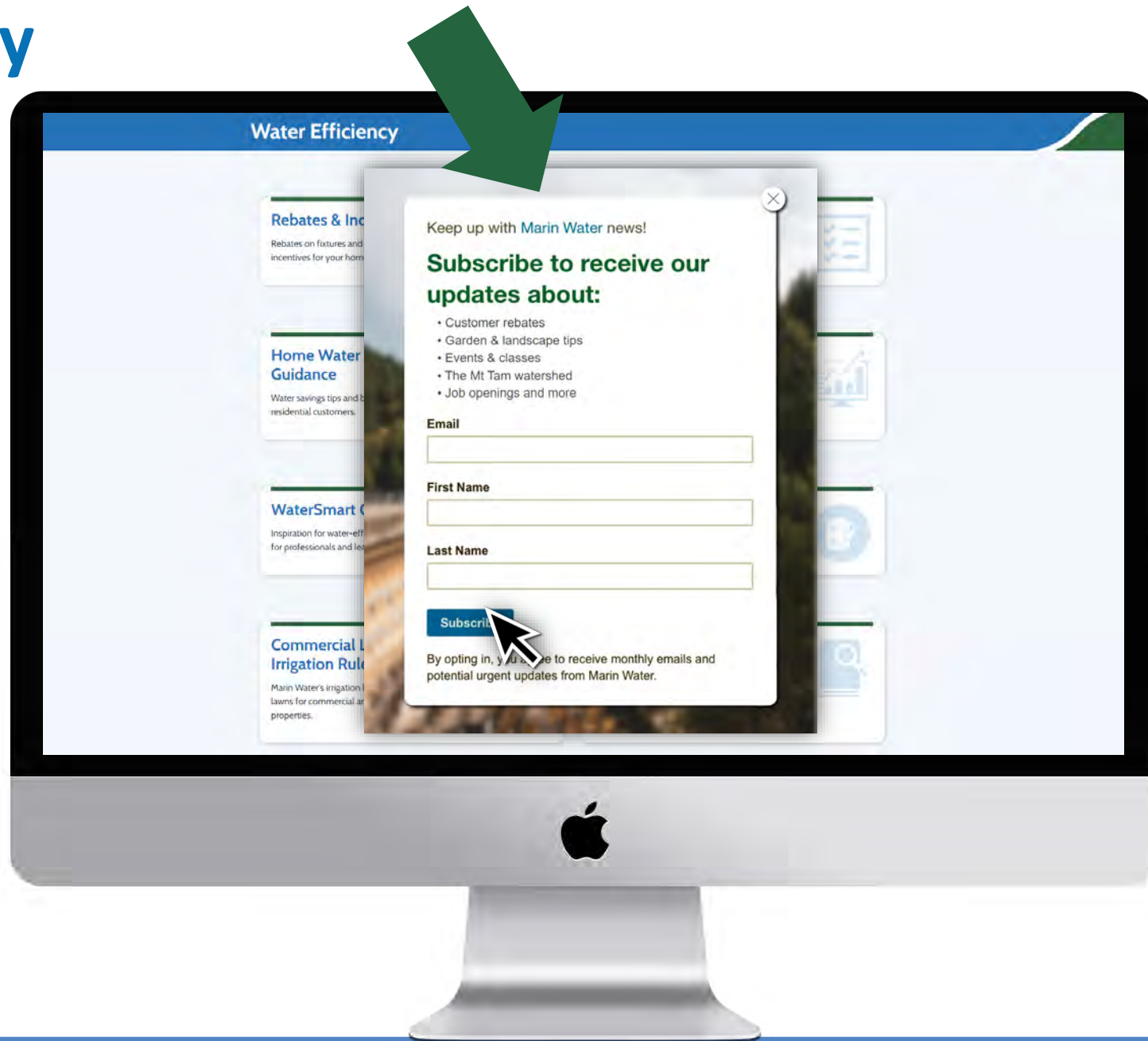
- Changes layout to allow for better opportunities to market Water Efficiency programs
- Makes water efficiency information and resources easier to find on our site's main page, which users frequent the most
- Reorganized Water Efficiency landing page makes it easier for customers to find what they need quicker



Current Water Efficiency Outreach Activities:

Staying connected with customers about our programs

- Launching pop-up feature on web to encourage users to sign up for eNews
- Will go live once website homepage updates publish in September



Current Water Efficiency Outreach Activities:

Targeted Digital Marketing Campaign Pilot

- Month-long digital ad campaign that ran in English and Spanish
- Final push to promote these rebate programs before their anticipated sunseting
- Targeting residents in service area who meet certain criteria (age of home, remodel interests, environmental interests, etc.)
- Serves brief video ads to the places they visit most frequently online
- Performing A/B ad testing (money-saving focus vs. sustainability focus)

Sustainability Focused



Savings Focused

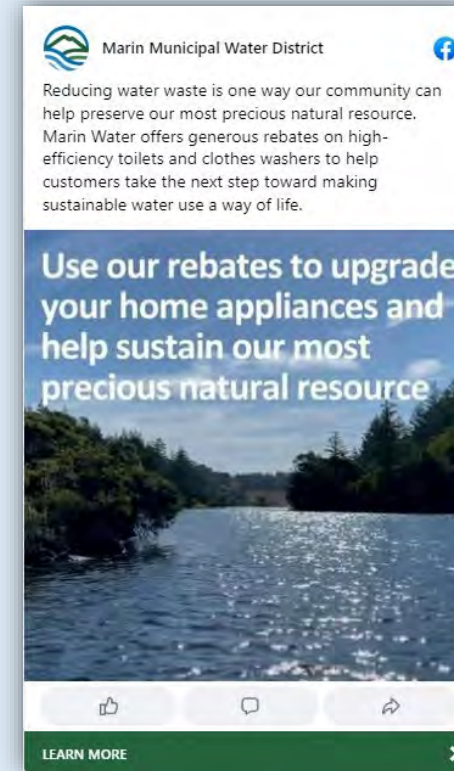


Results of Targeted Digital Marketing Campaign Pilot

Overall Campaign Performance:

- **699,341 impressions** = # of times ads viewed
- **1,582 clicks** = # of times ads clicked
- **0.38% click through rate** = this is 5.43 times the national average (.07%)
- **1,067 view throughs** = # of times user viewed ad, but did not click ad, and instead went to District webs and visited a page or completed an action

A/B Ad Testing Creative Performance



Sustainability

140,413 impressions
381 clicks
0.22% click through rate



Savings

130,985 impressions
254 clicks
0.19% click through rate

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Customer Research & Engagement

Customer Research & Engagement: Customer Survey

Background/Purpose

- Conducted by FM3 Research and within the District's service area
- Gather information to better understand the customer's level of familiarity with District water use efficiency programs and what might motivate customers to engage in these programs
- Included a few broader questions about the District to illuminate a better understanding of customers, overall satisfaction, customer understanding of the District's primary water source, and preferences for receiving information
- The information, combined with other available data and planned community engagement, will be used in the development of new targeted marketing campaigns






Customer Survey Results

*Results of a Districtwide Survey
Conducted July 26-31, 2023*



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Survey Specifics and Methodology

Dates	July 26-31, 2023
Survey Type	Dual-mode Customer Survey
Research Population	Marin Water Customers
Total Interviews	415
Margin of Sampling Error	±4.9% at the 95% Confidence Level
Contact Methods	<div> Telephone Calls</div> <div> Email Invitations</div> <div> Text Invitations</div>
Data Collection Modes	<div> Telephone Interviews</div> <div> Online Interviews</div>
Survey Tracking	2018

(Note: Not All Results Will Sum to 100% Due to Rounding)

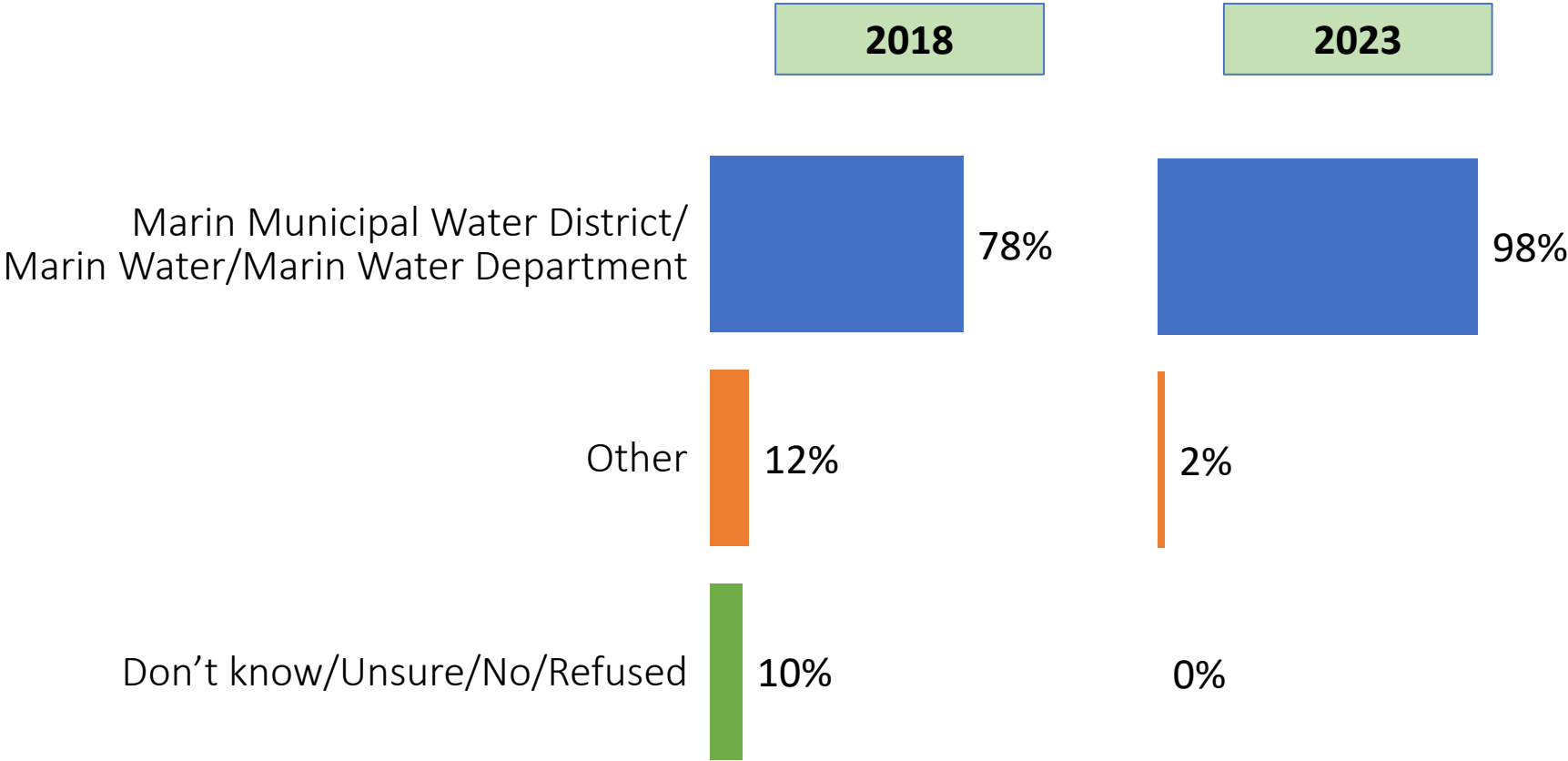


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Impressions of Marin Water

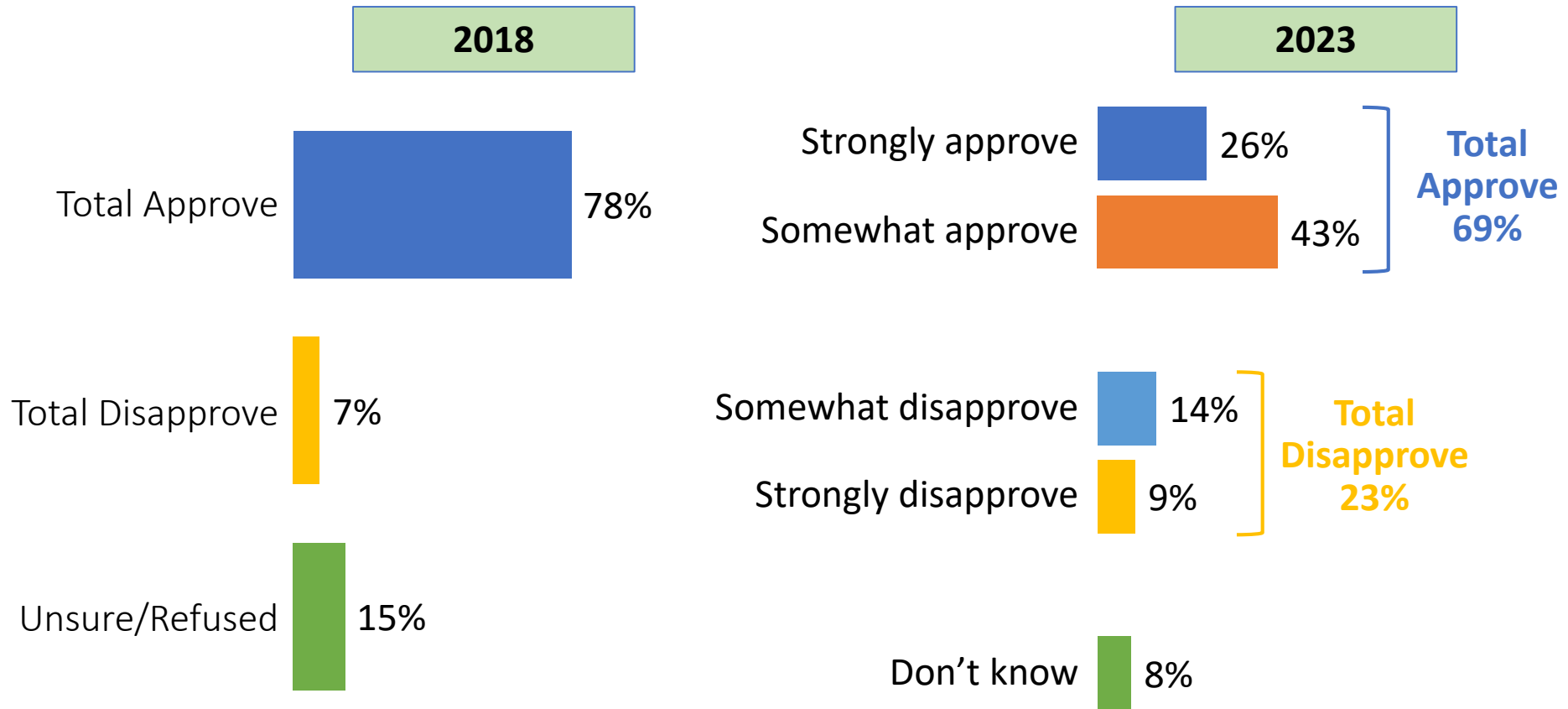
Respondents were widely able to identify Marin Water as their water service.

Can you tell me who provides the water service for your home?
(Open-ended)



Two-thirds say they approve of the job being done by Marin Water.

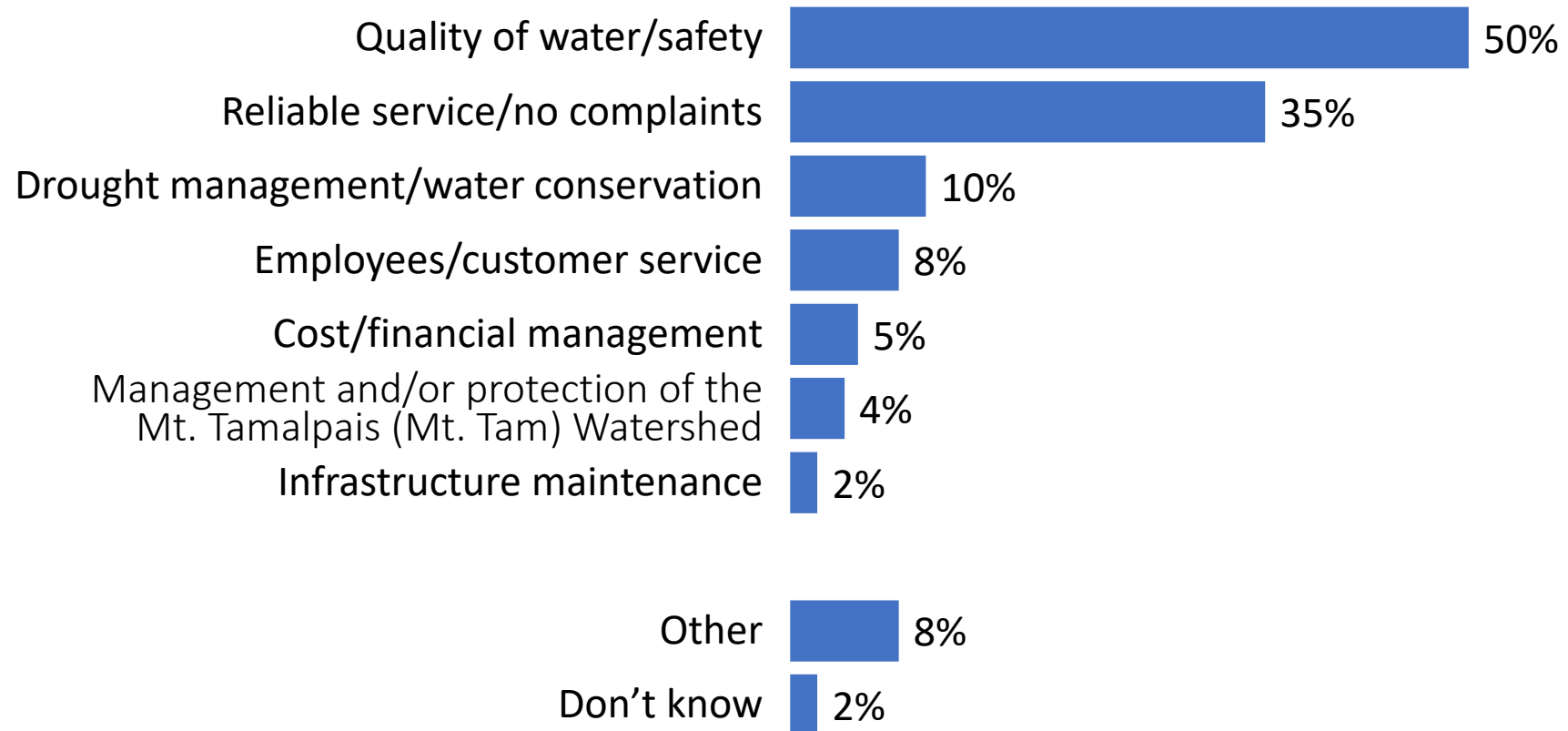
Marin Water provides drinking water to more than 191,000 customers in central and southern Marin County. In general, do you approve or disapprove of the job that Marin Water is doing?



Satisfaction with water quality and safety and reliability drive approval.

Thinking specifically, what is it that Marin Water is doing that leads you to approve of how they're performing as a drinking water service provider?

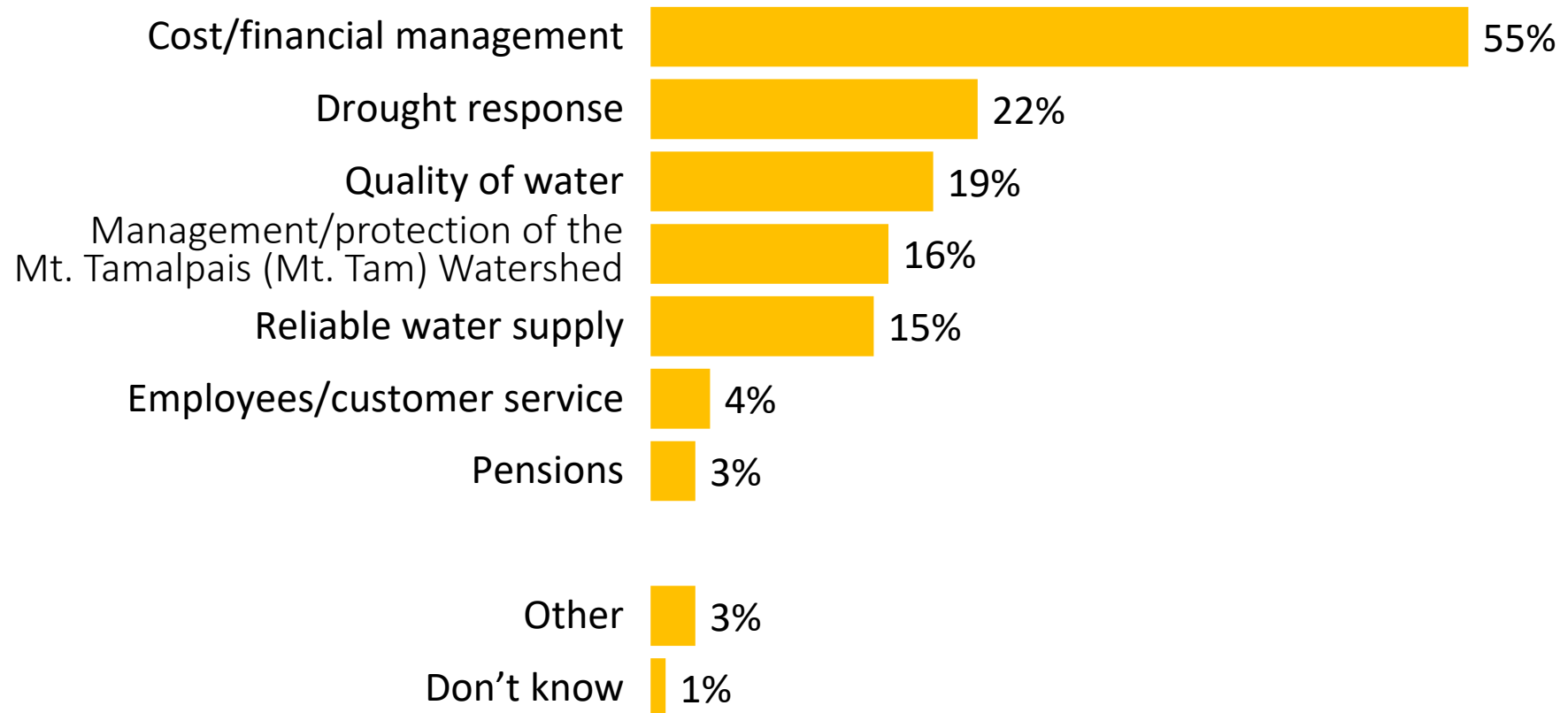
(Open-ended; Asked of Those Who Approve; n=287)



Concerns about costs are the main cause of disapproval.

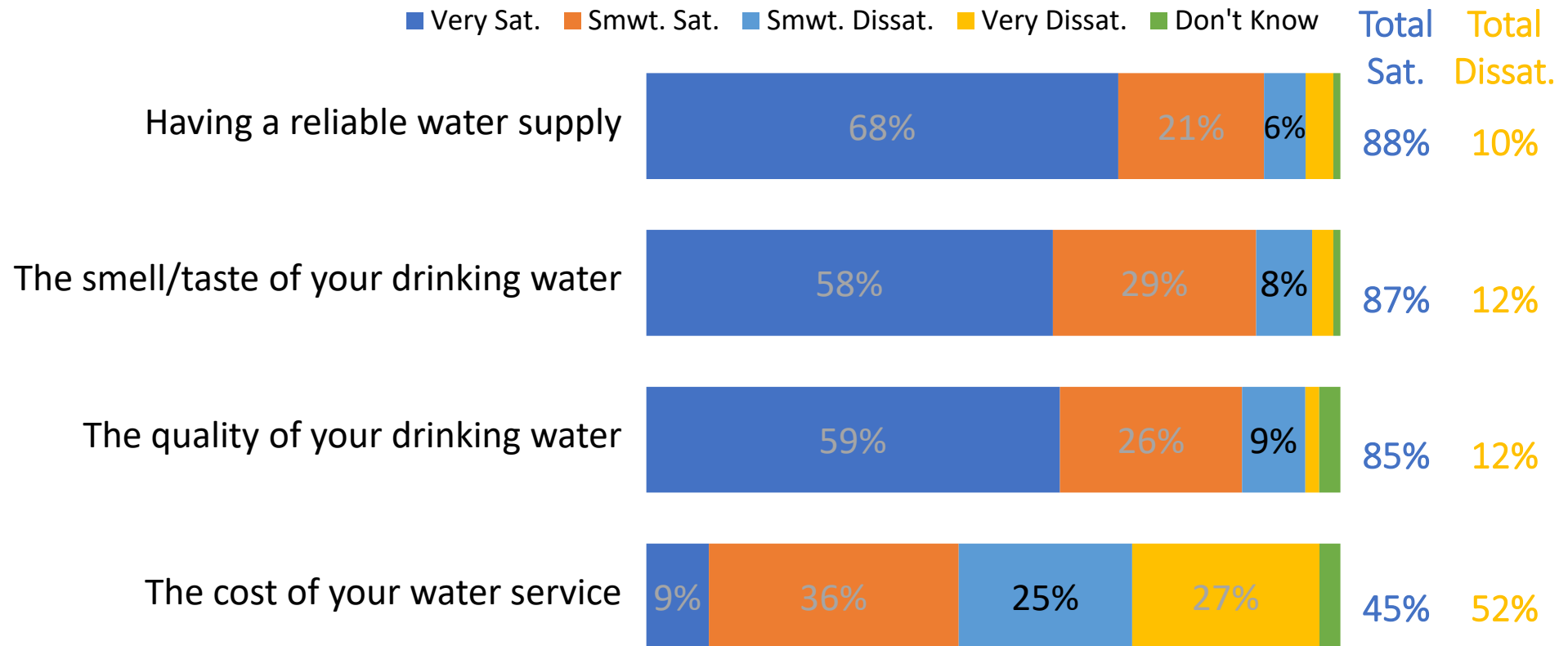
Thinking specifically, what is it that Marin Water is doing, or not doing, that leads you to disapprove of how they're performing as a drinking water service provider?

(Open-ended; Asked of Those Who Disapprove; n=94)



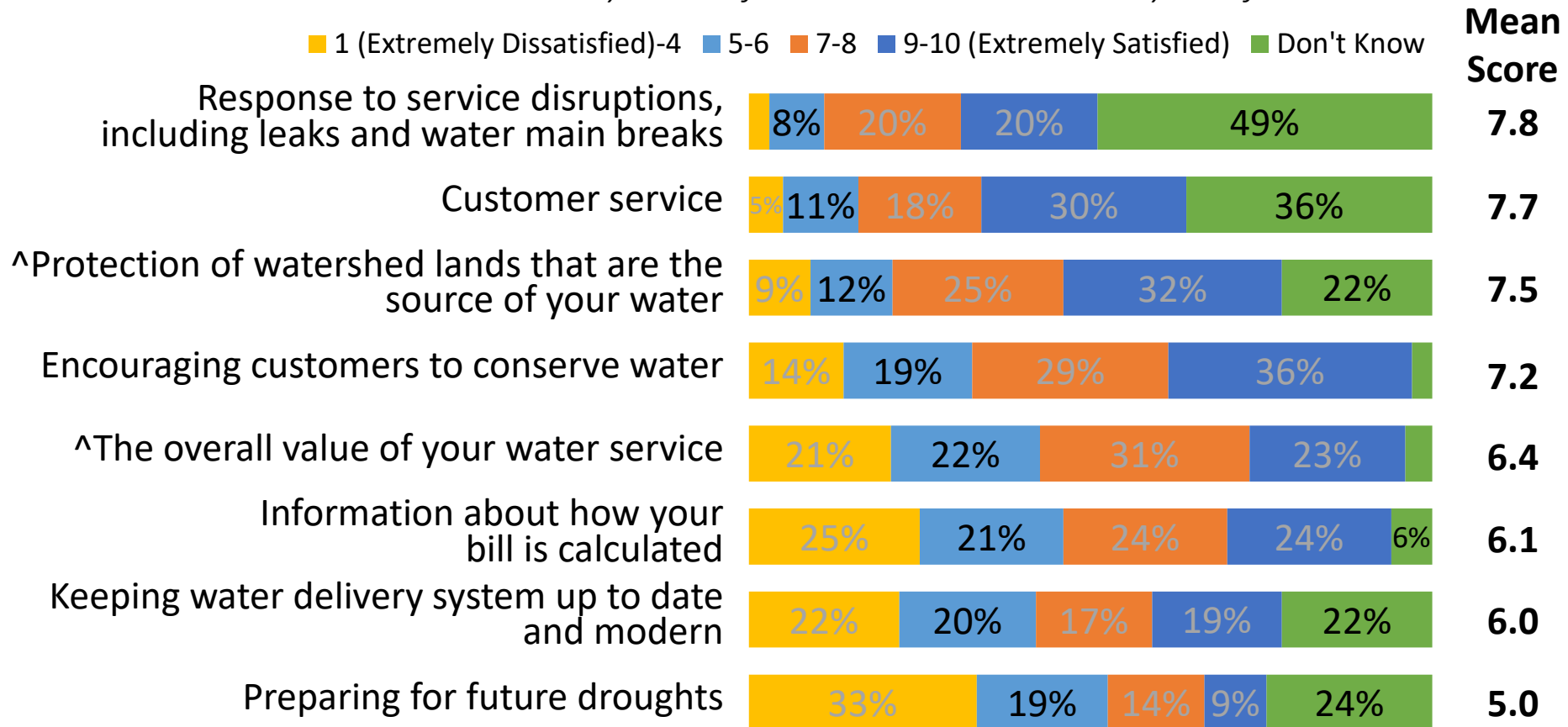
Respondents are highly satisfied with a number of aspects of water service, but are divided on cost.

I'm going to read you a list of items related to water that are provided by Marin Water. Please tell me whether you are satisfied or dissatisfied with your water supplier's performance in that area.



Response to service disruptions and customer service were highest rated among those who had an opinion.

I am going to read you a list of different aspects of your water service provided by Marin Water. Please tell me how satisfied you are with that particular aspect using a 1 to 10 scale, where “1” is “extremely dissatisfied” and “10” is “extremely satisfied.”

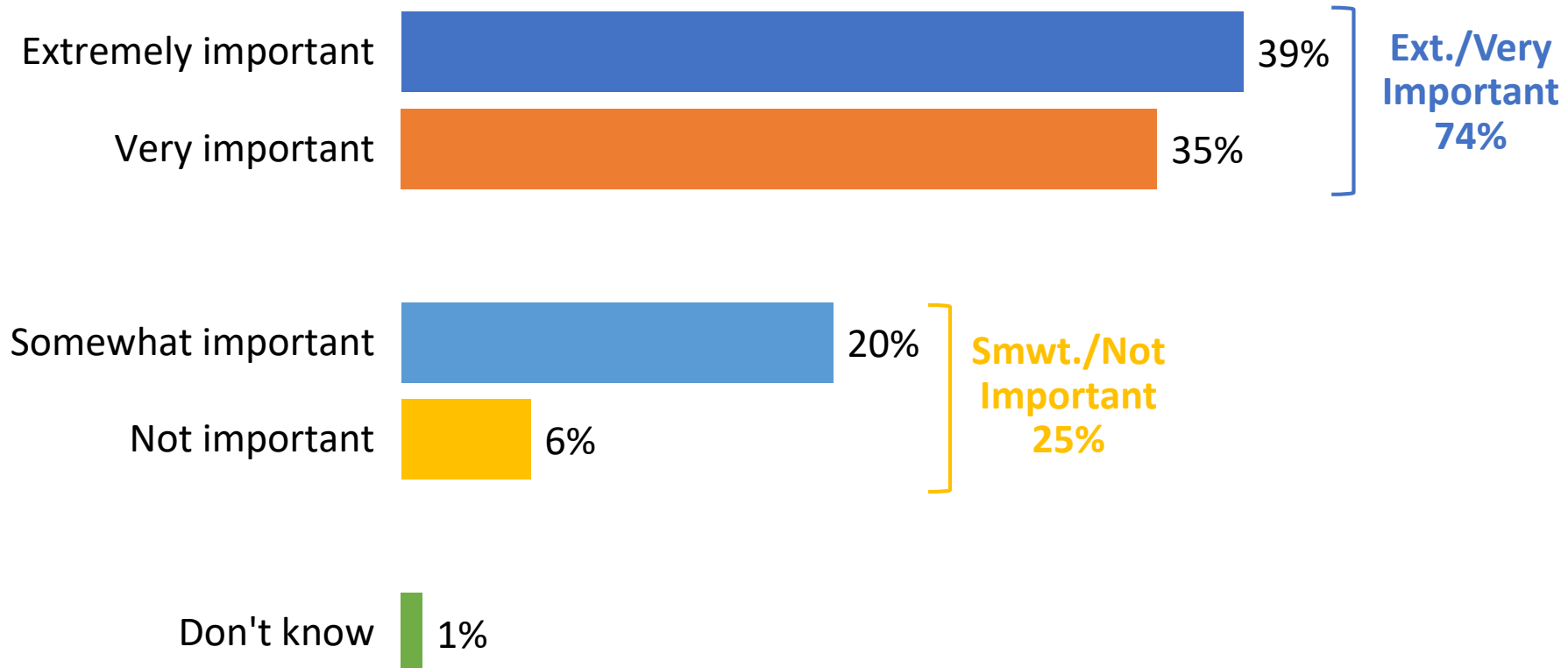




Views on Water Efficiency Programs

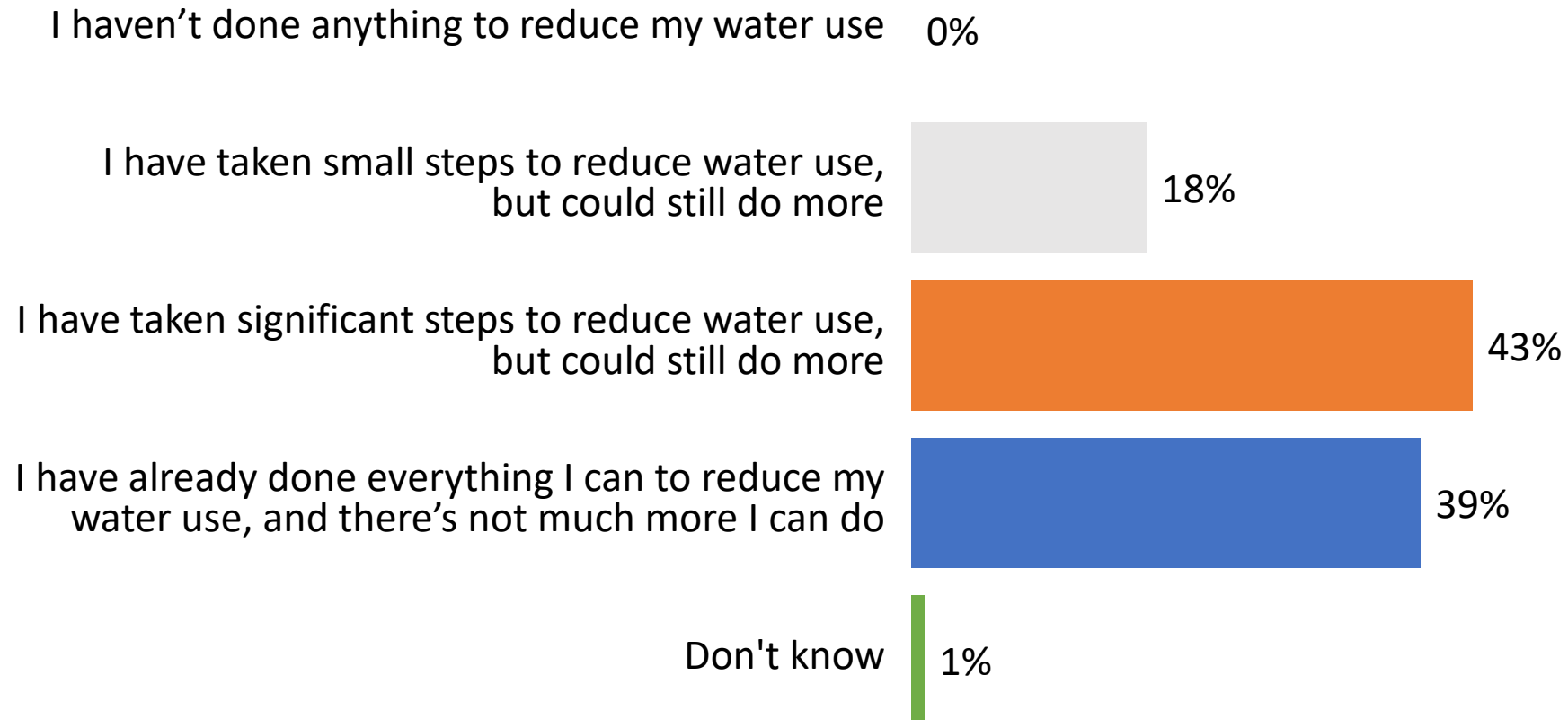
Three in four customers say that reducing water usage is extremely or very important.

Although California experiences cycles of drought, because of the intense rainy season earlier this year, we are not currently in a drought. How important is it to reduce our water usage and use water efficiently even if we are not currently in a drought?



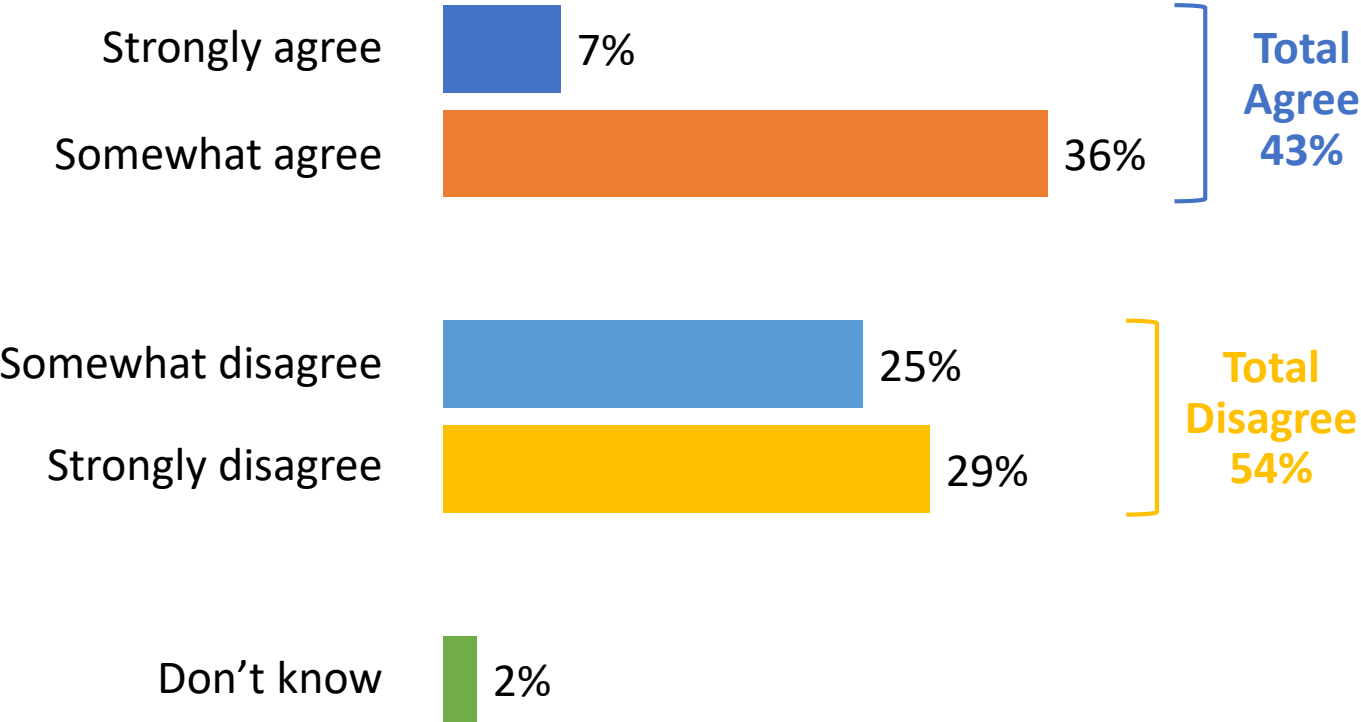
Almost all customers say they have taken steps to reduce their water usage.

Which of the following statements best describes your efforts to reduce your water use?



Two in five say they could benefit from ways to reduce their water use; a majority say they do not need help reducing their water use.

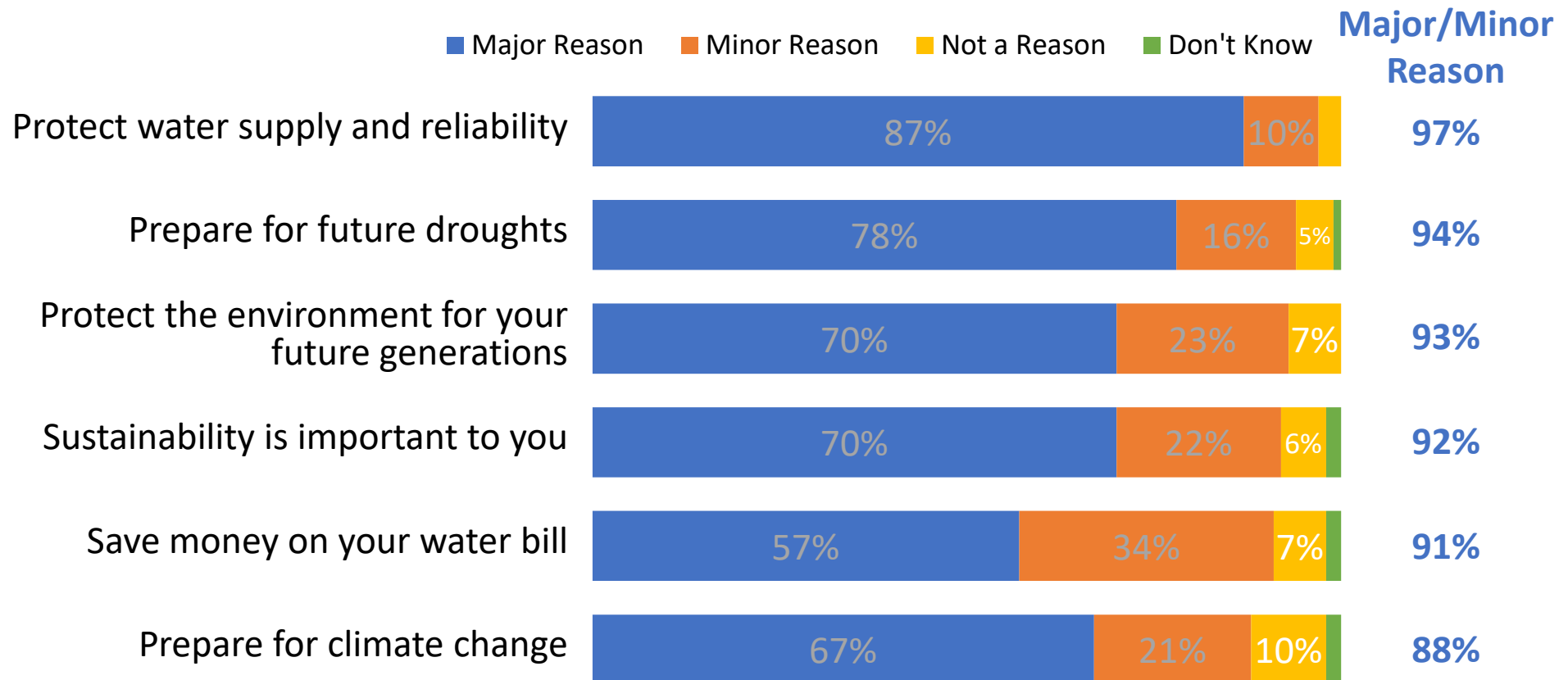
*Do you agree or disagree with the following statement:
“I need help to find the best ways for reducing my water use.”*



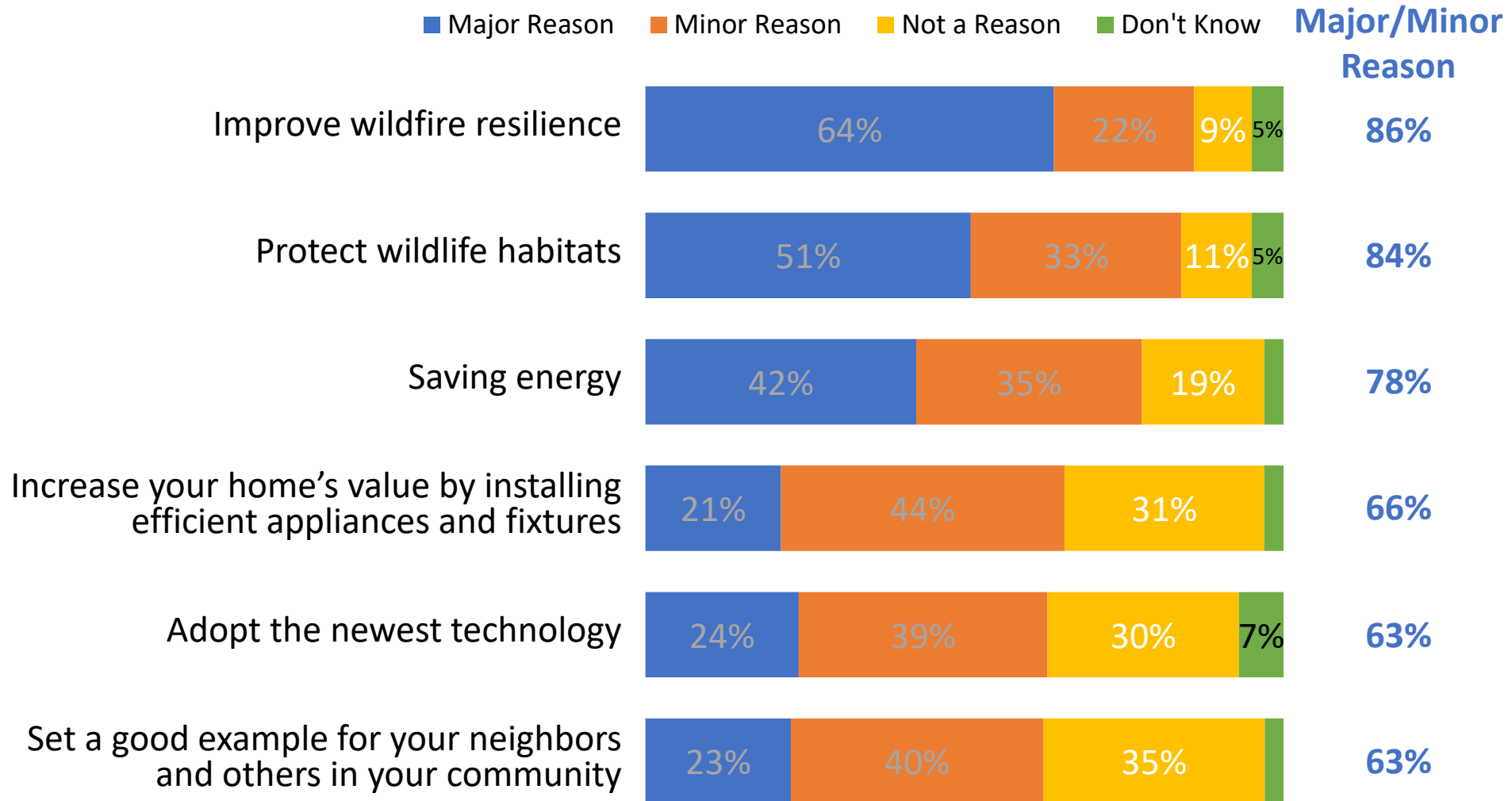
Q12a. Which of the following statements best describes your efforts to reduce your water use?

Protecting water supply and preparing for future droughts are the major reasons to reduce water use.

*Here is a list of reasons people may reduce their water use and use water more efficiently.
Please tell me if this is a major reason, a minor reason, or not a reason
for you to reduce your water use.*



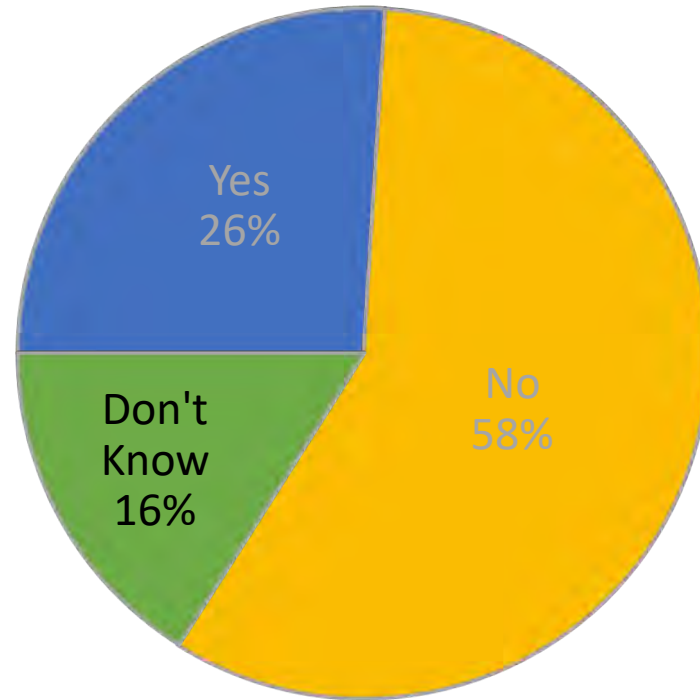
Home value, new technology, and setting an example are lower-ranking motivators.



Q13. Here is a list of reasons people may reduce their water use and use water more efficiently. Please tell me if this is a major reason, a minor reason, or not a reason for you to reduce your water use. Split Sample

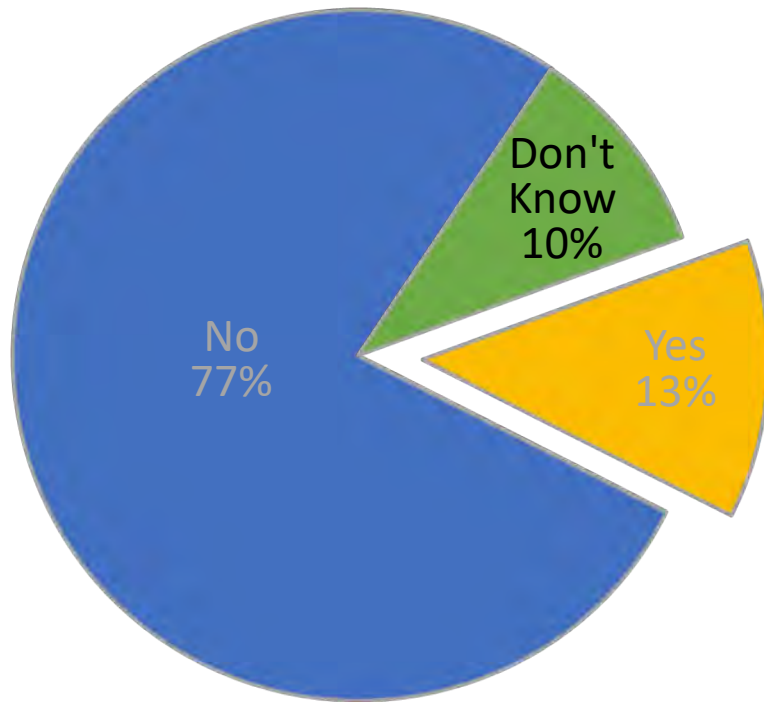
One-quarter say they've used one of Marin Water's programs.

Have you ever used any of Marin Water's rebates, incentives, or water efficiency programs?



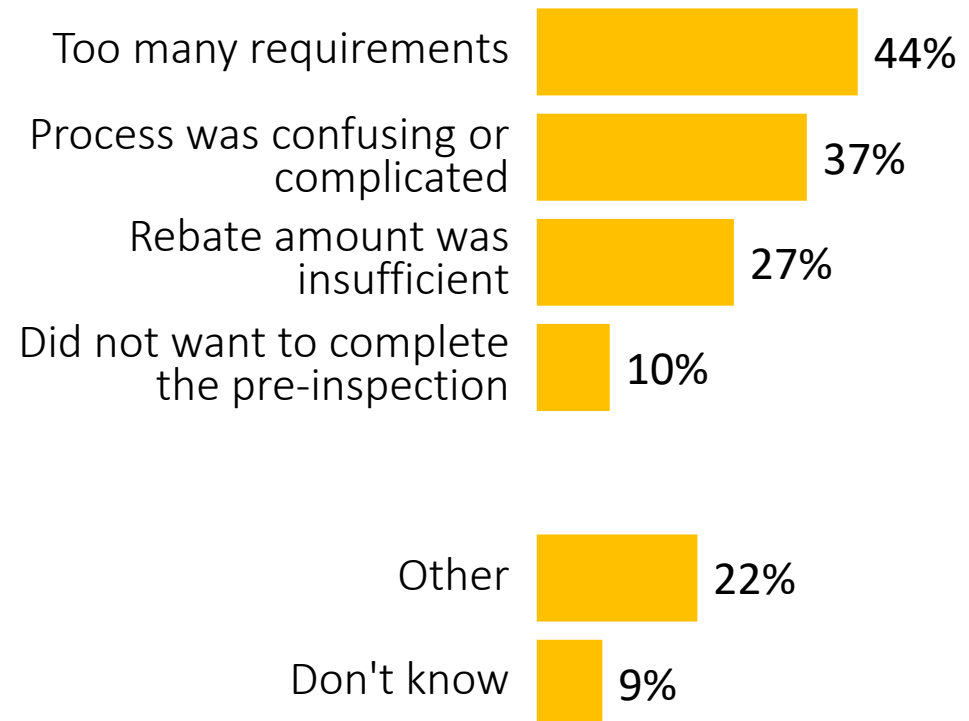
One in ten say they started applying for a program but did not complete it.

Have you ever started the process of applying for a Marin Water rebate, incentive, or water efficiency program but not completed the process?



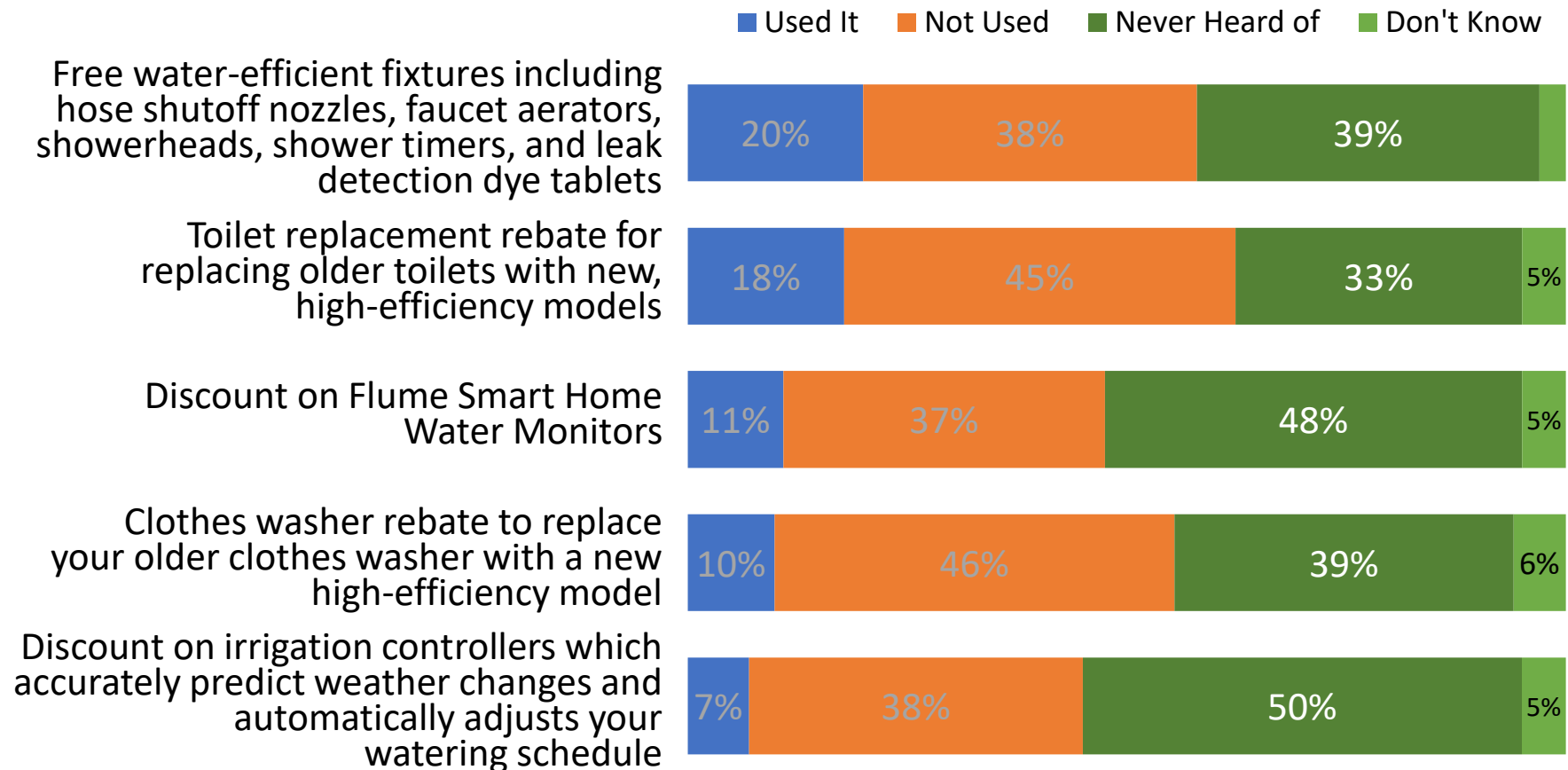
Why did you not complete the process of applying for a Marin Water rebate, incentive, or water efficiency program?

(Multiple Responses Accepted; Asked of Those Who Started Application but Did Not Complete; n=45)

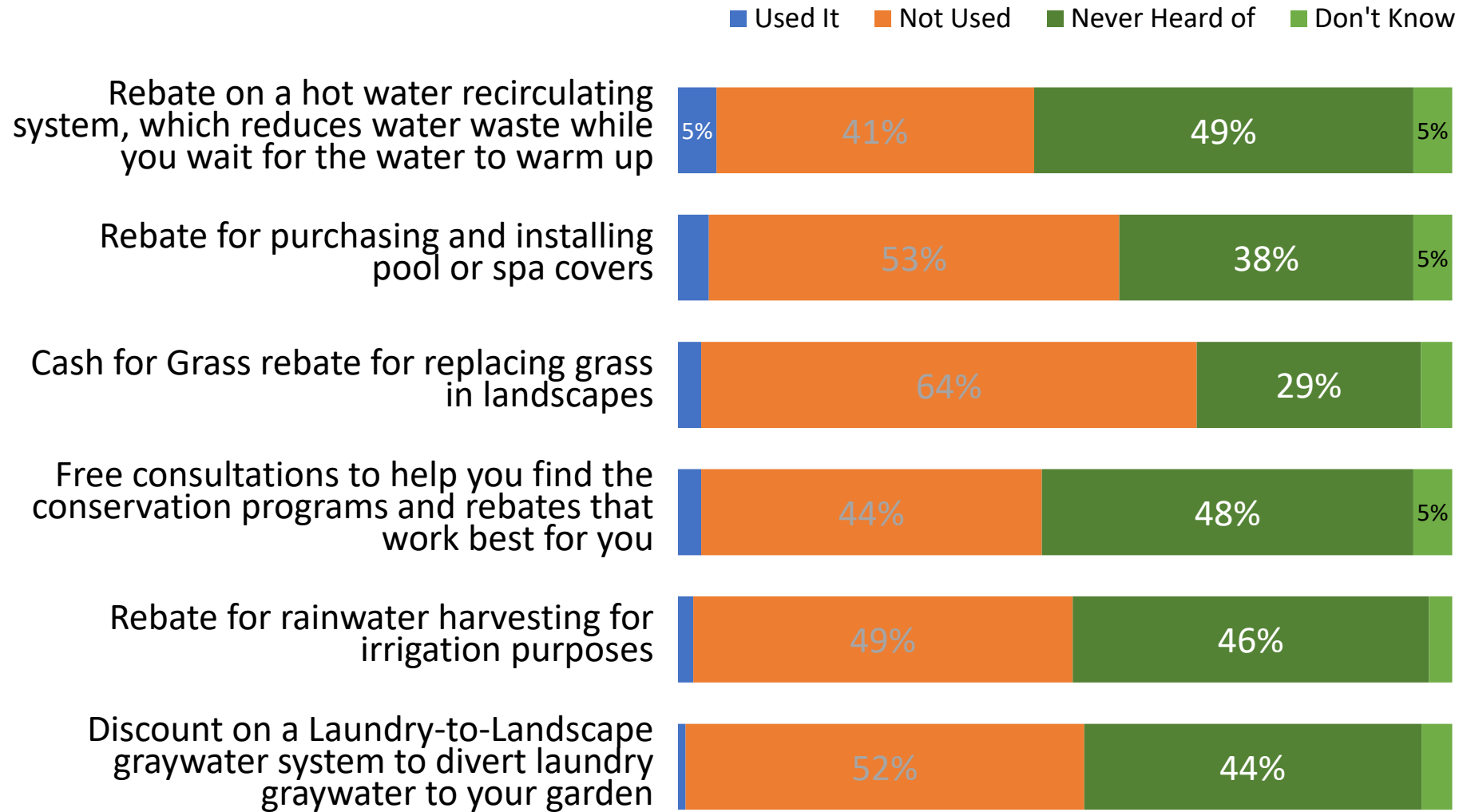


Free water efficient fixtures and toilet replacement were the most commonly-used rebates.

Here is a list of Marin Water rebates, incentives, and water efficiency programs available to residential customers. Please indicate if you have used this program or not used it.



Cash for Grass has some of the highest awareness even though few say they've used it.



Q17. Here is a list of Marin Water rebates, incentives, and water efficiency programs available to residential customers. Please indicate if you have used this program or not used it.

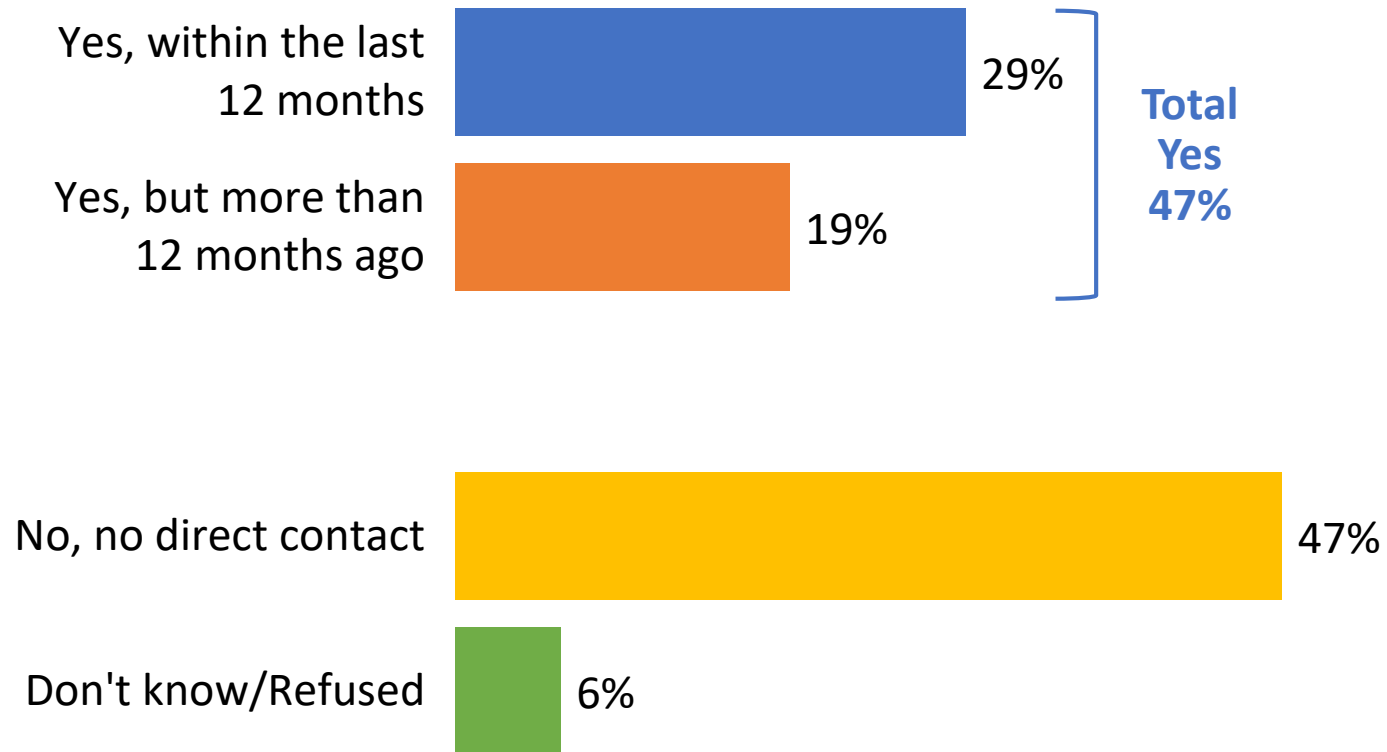


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Experiences with Customer Service

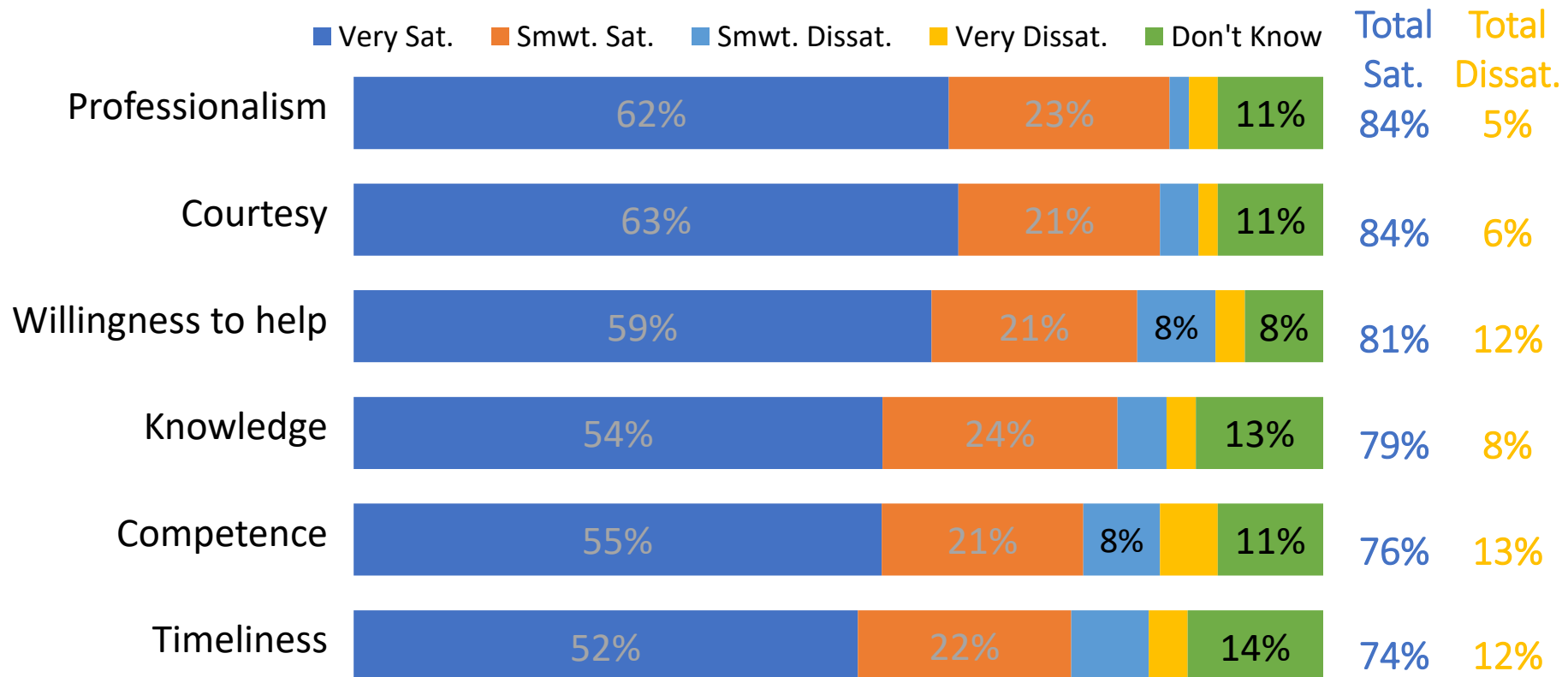
Half of respondents say they've had direct contact with Marin Water.

Have you or anyone in your household had direct contact with Marin Water, such as through a phone call, email, on-site appointment or other form of contact?



Those who have interacted with Marin Water rate their experience with the service received highly.

Please tell me how satisfied you are with the following aspects of service provided by Marin Water. Please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Among Those Who Have Had Contact with Marin Water, n=196)



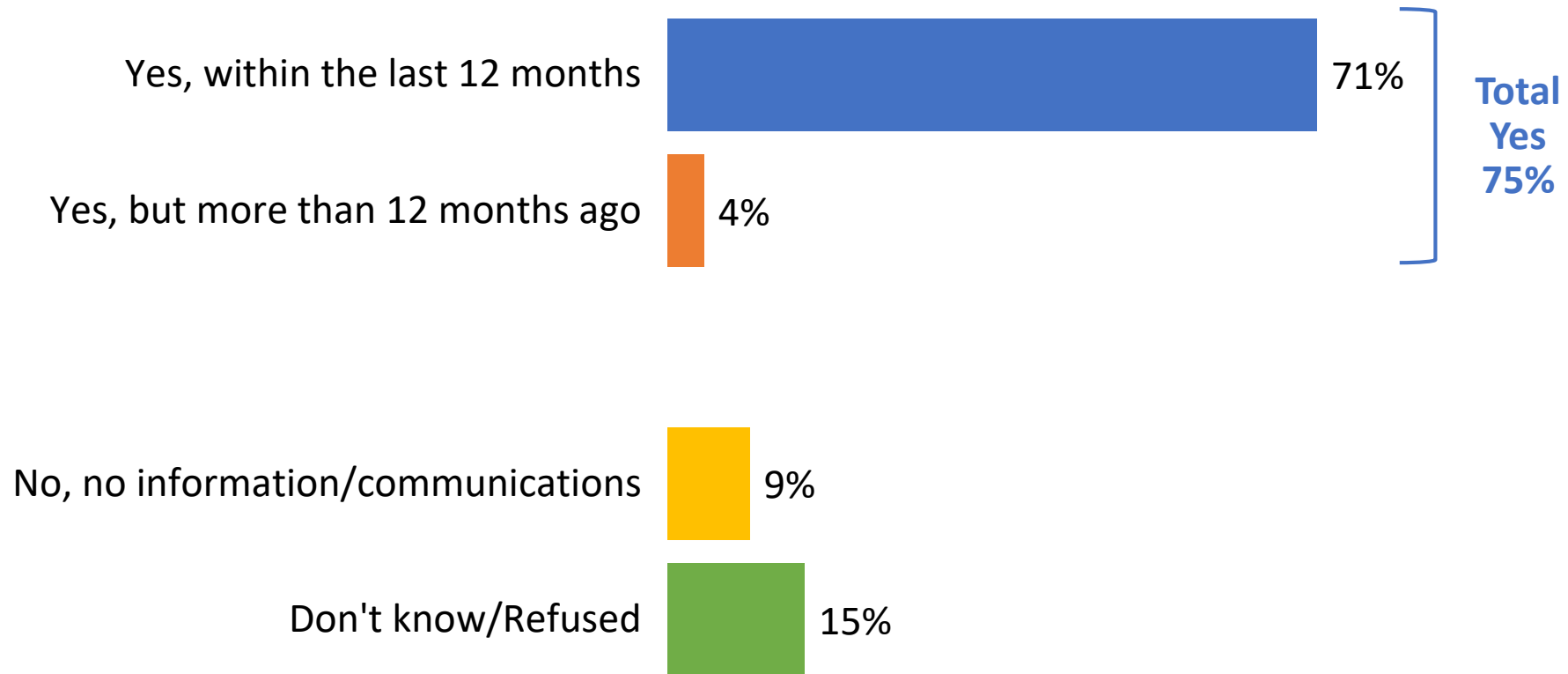


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Communication Preferences

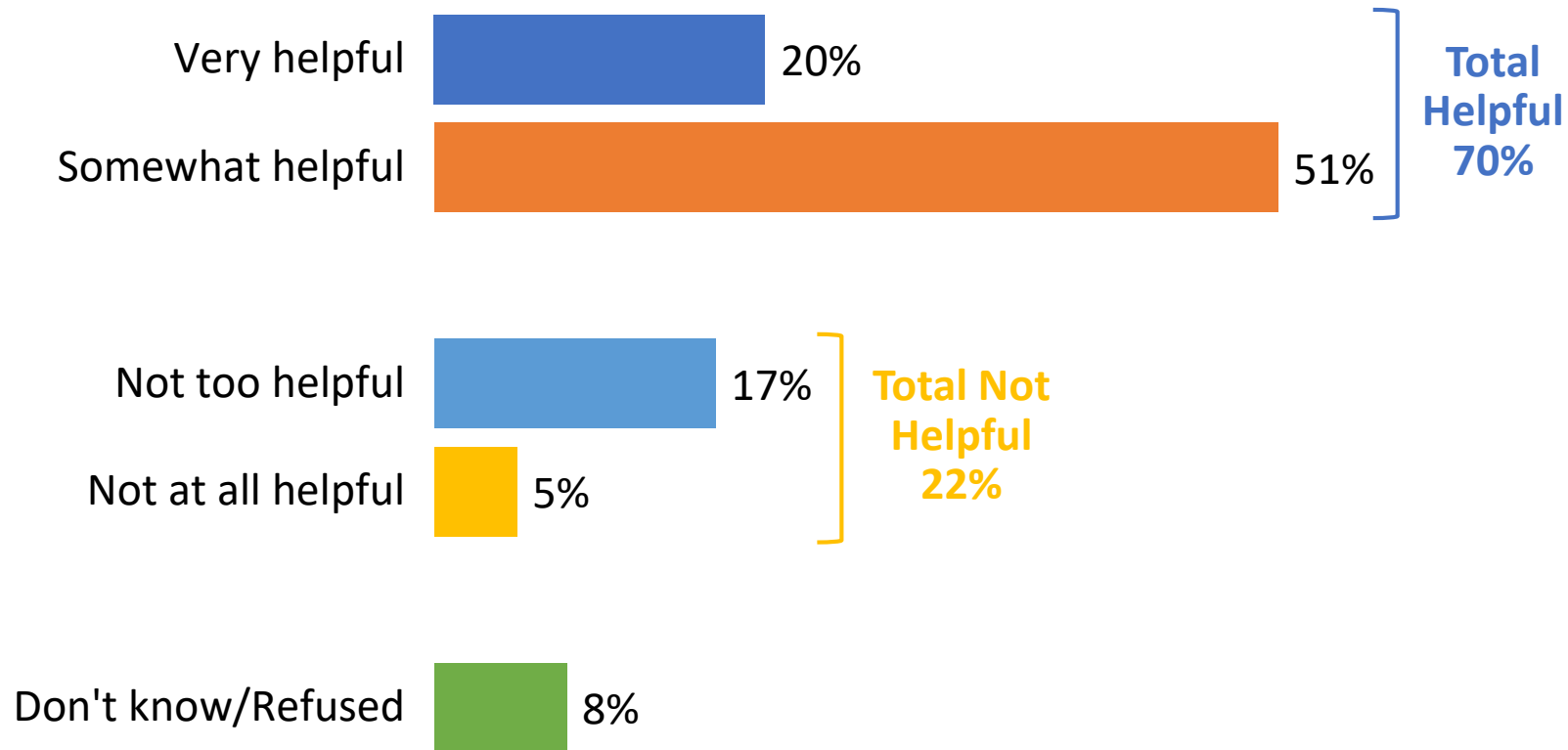
Three-quarters say they have received information and communications from Marin Water.

Have you ever received information or communications from Marin Water?



Seven in ten say the information they received was helpful, but few say it was very helpful.

*How helpful was the information you received from Marin Water?
(Open-ended; Asked of Those Who Recall Receiving Information; n=313)*



Respondents prefer getting information through monthly newsletters and their bills.

*How would you prefer that Marin Water keep you informed about local water and water-related issues?
(Multiple Responses Accepted)*

Communication Method	%
Marin Water monthly newsletter emailed to your inbox	66%
Inserts included in Marin Water bills	49%
The Marin Water website	31%
Social media like Facebook, Instagram, Twitter or Nextdoor	13%
Notices and articles printed in newspapers	11%
Community events	6%
TV news	5%
Radio news	3%
Don't know/Refused	4%



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Conclusions

Conclusions

- Customers are virtually all familiar with Marin Water.
- While the agency benefits from widespread approval, customer satisfaction has decreased since the last customer survey.
 - Respondents' approval is largely motivated by satisfaction with water quality and the reliability of service.
 - Those who are dissatisfied point to rising costs and rates.
 - Consistent with these comments, respondents rate the reliability of water quality, the overall quality, and the smell and taste highly, but over half say they are dissatisfied with costs.
- Customers highly value using water efficiently.
 - Two in five say they could use help finding ways to reduce their water use, although a majority say they do not need help reducing their water use.
- Roughly one-quarter say they've used one of Marin Water's water efficiency programs; many are unfamiliar with a number of the incentives available.
- Approximately half of respondents had contact with Marin Water; those who did rate a number of aspects of the service received highly.
 - Customers are most familiar with the Cash for Grass rebate program, though the actual participation rate is low.
- Respondents also found communications from Marin Water helpful and most preferred newsletters mailed to them and inserts in their bills as forms of communication.
- Overall, the findings suggest that Marin Water customers are satisfied with the service they receive, however, they are divided on cost; additionally, there is room to increase awareness and use of programs and rebates available.

For more information,
contact:



OPINION
RESEARCH
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Customer Research & Engagement:

Water Efficiency Customer Workshop – Thurs, Aug. 29

- **Overview:** Educate customers about our Water Efficiency programs and give participants the opportunity to provide input on future programs, goals and initiatives. Attendees will rotate between stations focused on various topics:
 - Rainwater & Graywater
 - Indoor
 - Landscape
 - Communication Strategies
 - Water Efficiency Master Plan
 - Education
- **Promotion**
 - Weekly social media posts
 - August eNews feature
 - Community calendar listings in local print and digital news publications



Customer registration:
marinwater.org/EventsandWebinars

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Next Steps

Campaign Development:

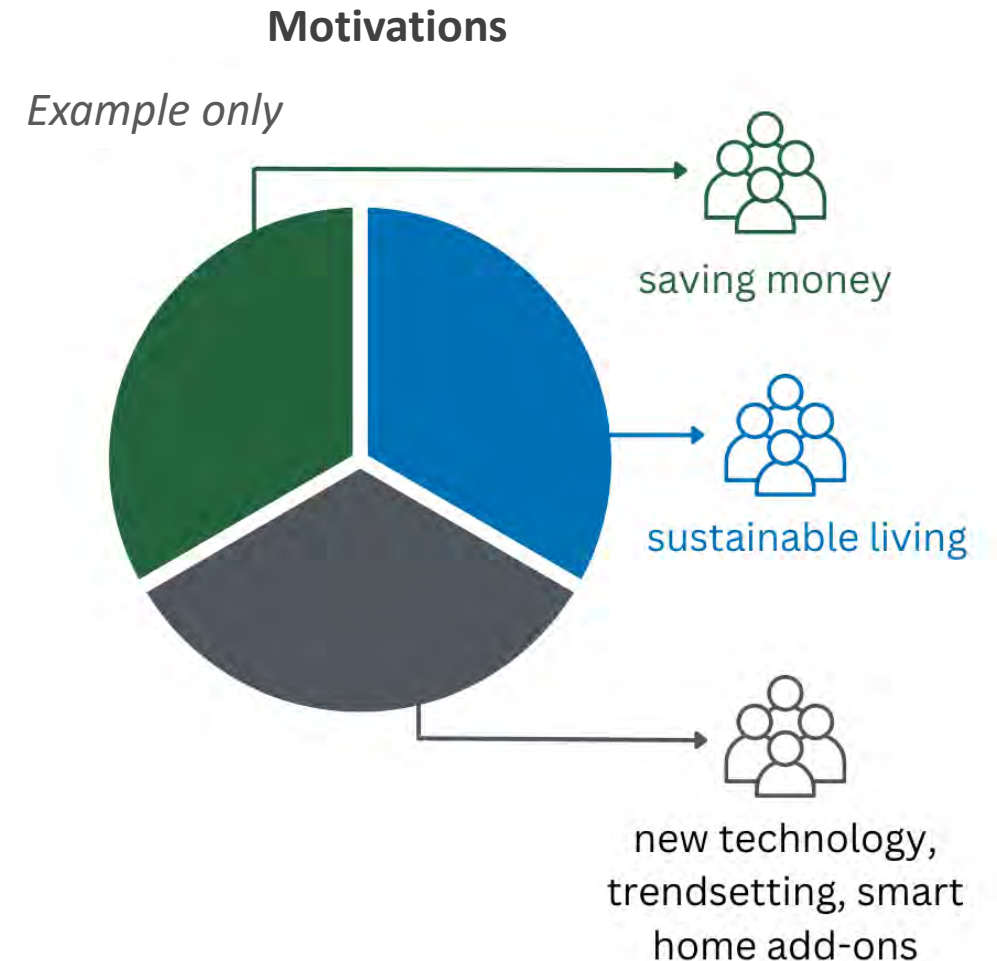
Expanding Water Efficiency Outreach & Marketing

- Continue broad reach marketing through existing channels AND explore new opportunities to connect customers with our programs
- Bolster grassroots efforts to engage with customers at the point of purchase, at community events, in-person appointments
- Develop new campaign strategies to target-market programs based on customer research and input



Campaign Development: Action Items

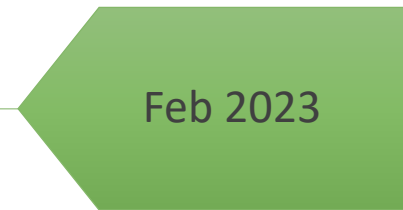
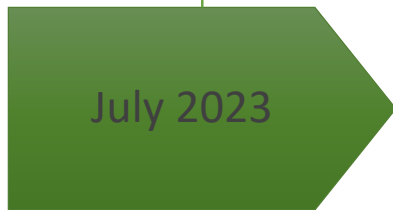
- ✓ Develop scope of service in preparation for work with full-service creative agency
- ✓ Create optimized marketing campaign(s) and new outreach deliverables using a research driven approach
 - ✓ Use ArcGIS demographic data to help determine top customer market segments and their characteristics, motivations, behaviors
 - ✓ Use customer survey findings to help further guide campaign messaging development, programs to emphasize and to identify potential barriers
- ✓ Monitor campaign performance



Campaign Development: Six-Month Plan

Demographic data
research and customer
survey

New campaign
materials launch



Analyze data
Collect input
Campaign development

~Six-month campaign
performance review;
adjust as needed