Keeping Drought Communications Fresh

California Water Association Spring Conference May 19, 2016



Drought Surcharge Plan

Schedule	14.1
Program	

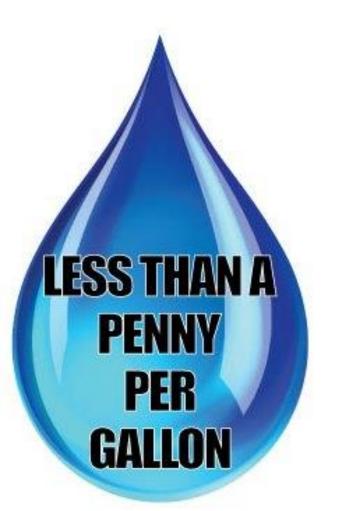
- "Average" usage for residential accounts
- "Individual" usage for landscape accounts
- Surcharges above allocation

Month	Jan	Feb	Mar	Apr	Мау	June	July	Aug	Sep	Oct	Nov	Dec
2013 Average	10	9	9	11	14	16	19	19	19	17	17	14
Allocation	9	9	9	9	10	11	13	13	13	12	12	10

Infographics



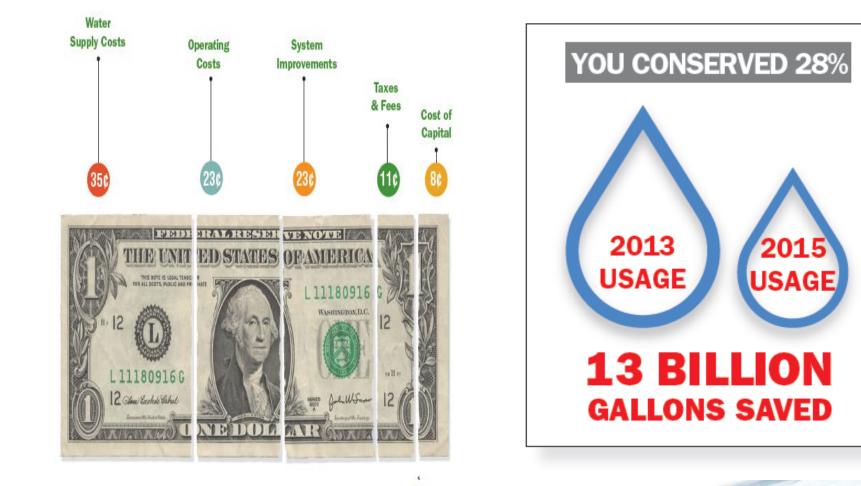
Infographics





SAN JOSE WATER COMPANY 150th CELEBRATING 150 YEARS of SERVICE ~ 1866 - 2016 Anniversary

Infographics



SAN JOSE WATER COMPANY 150th CELEBRATING 150 YEARS of SERVICE ~ 1866 - 2016 Anniversary

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Videos

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 Value of Water 	HOME » FOR YOUR INFORMAT	ION » EDUCATION & SAFETY
• Water Quality Report	RATES, CONSERVATION, AND THE VALUE OF WATER	
• Water Supply		
Water Pressure	HOW IS THE AMO	UNT
Detecting a Water Loss	DUE C <mark>ALCULAT</mark> ED	?

- Water Heaters & Softeners
- Reading Your Meter
- Emergency Preparedness
- Frequently Asked Questions
- Video Library

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 Plays 386
 ♥ Email
 ♥ Tweet
 In Share < 5</td>
 If Like < 2</td>

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WHO SETS THE RATES?

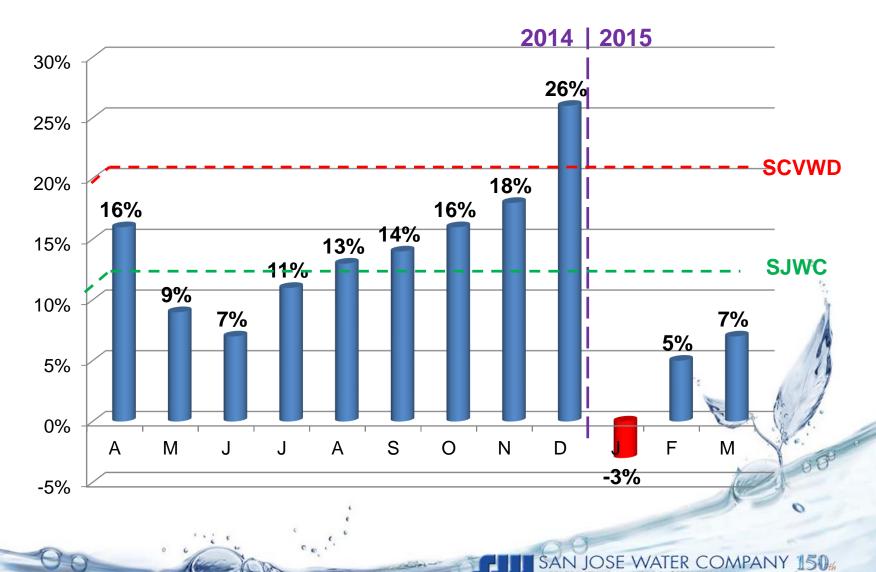
Videos



Print **1** FOR YOUR INFORMATION VIDEO LIBRARY AAA HOME » FOR YOUR INFORMATION » EDUCATION & SAFETY Value of Water VALUE OF TAP WATER > Water Quality Report Water Supply Water Pressure > Detecting a Water Loss Water Heaters & Softeners Reading Your Meter Emergency Preparedness Frequently Asked Questions Video Library Email Tweet Flike 0 Plays 136 SEmbed

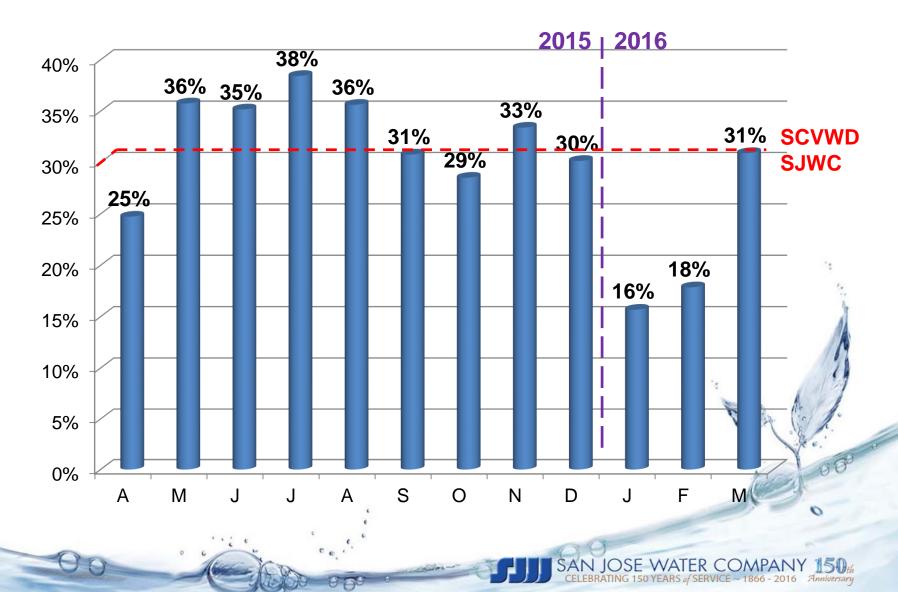
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Results



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Results



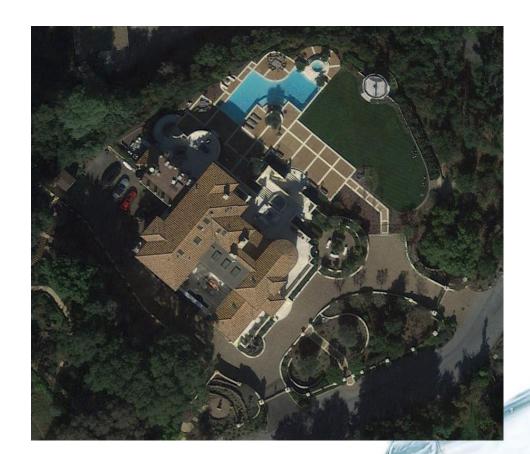
WTFH

YEARS of SERVICE ~ 1866

- Drive home "EFFICIENCY"
- Target highest users in all classes
- Reach youth
- Leverage technology

Residential

- Letters to top 300
 highest residential
 water users
- Positive response
 - Top 100 = 16%
 - 101 to 200 = 14%
 - 201 to 300 = 27%



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- Targeted mailings to hotels, apartment complexes, mobile home communities, gyms and athletic centers
- Response rates
 - Hotels = 5%
 - Apartments/mobile homes = 9%
 - Gyms/Athletic Centers = 1%





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Engaging Youths

- Science-based conservation curriculum specific to SJWC
- Reaches 2,600
 students throughout
 service area
- Rollout in spring 2017

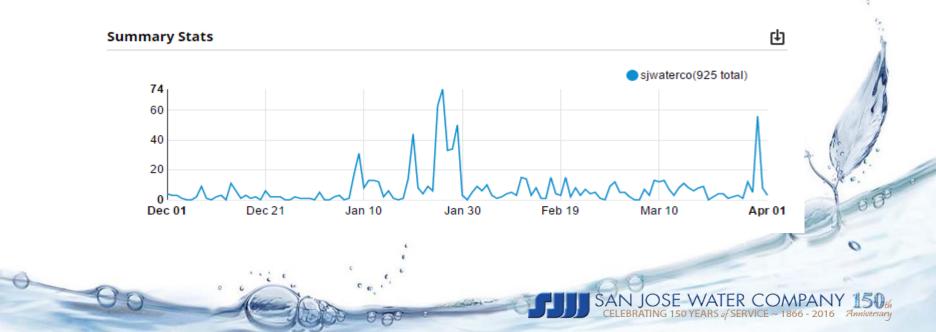




Social Media

- Engage/inform larger audience
- Drive web traffic/increase digital transactions
- Establish thought leadership

Dec 1, 2015 - Apr 1, 2016



Social Media

f 🔚 in

San Jose Water Co. @sjwaterco · Mar 29 Reservoir Update! ow.ly/103TaL #CADrought #ElNino Image: Model of the state of the sta



San Jose Water Co. @sjwaterco · Feb 11 Do you know how to respond to water leaks? Learn more with this video: ow.ly/Xn0yT #WaterConservation #BeWaterWise

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San Jose Water Co. @sjwaterco - Mar 17

43

Grow Clover? Mature clover is droughtresistant, low-cost and low-maintenance ow.ly/ZC0HE #BeGreen







San Jose Water Company March 18 · @

Fix A Leak Week! Thank you for participating in Fix A Leak Week this week and every day! Be aware of water leaks, water waste, turning off sprinklers during winter - especially when its raining and all of your proactive conservation efforts are appreciated! #FixaLeak #CADrought #WaterWise



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Questions

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