

Keeping Drought Communications Fresh



California Water Association
Spring Conference
May 19, 2016



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

Drought Surcharge Plan

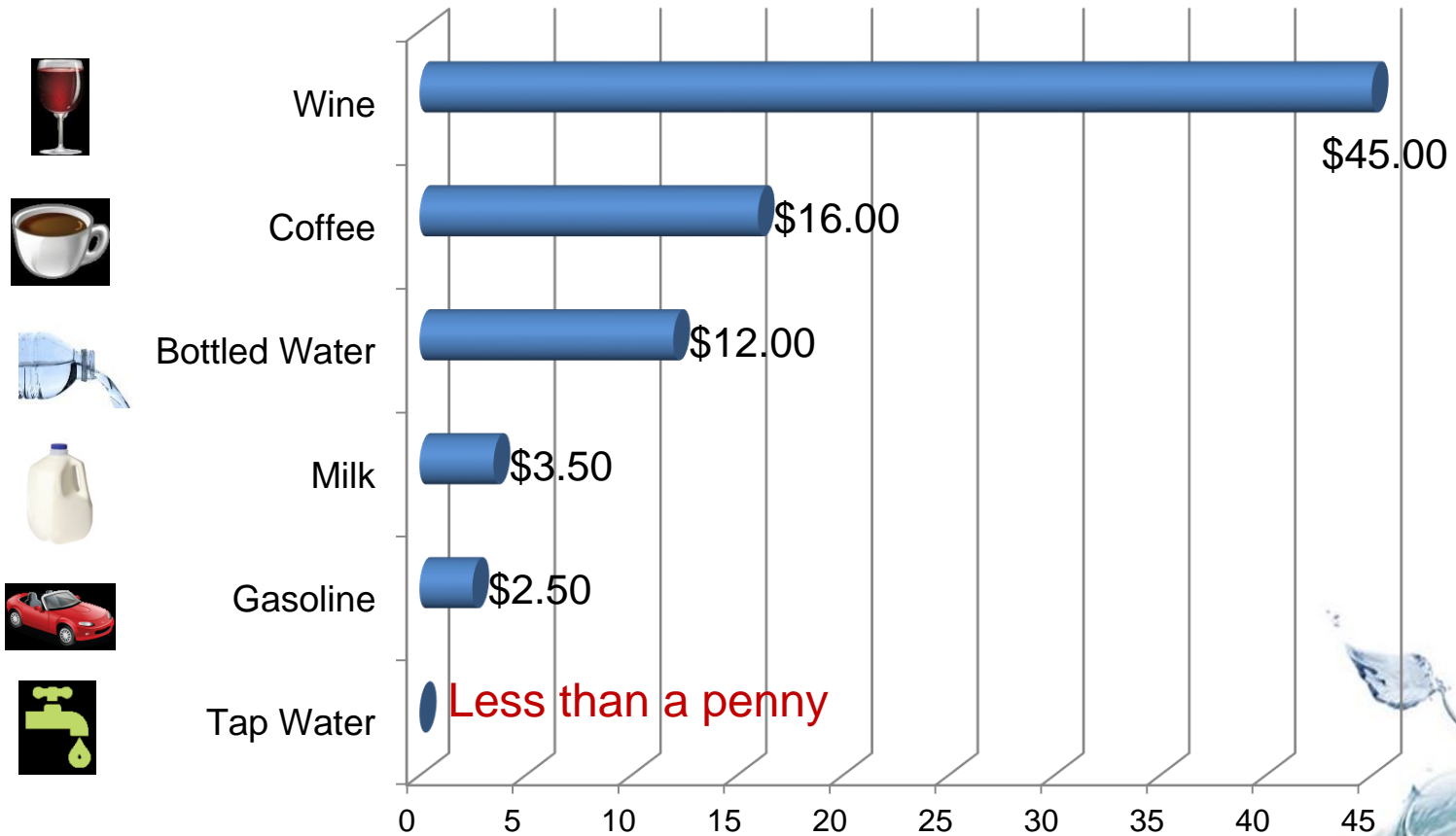
Schedule 14.1 Program

- “Average” usage for residential accounts
- “Individual” usage for landscape accounts
- Surcharges above allocation

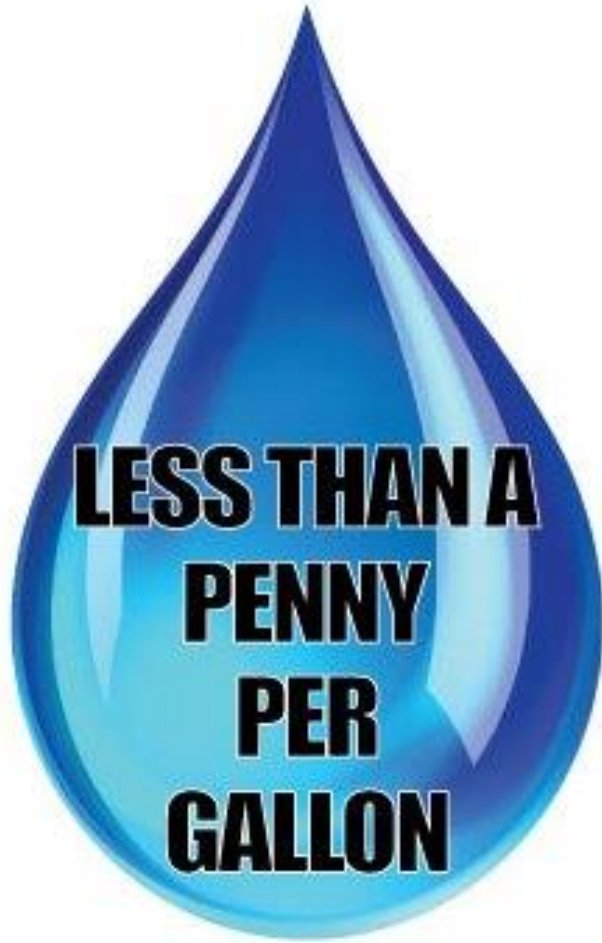
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
2013 Average	10	9	9	11	14	16	19	19	19	17	17	14
Allocation	9	9	9	9	10	11	13	13	13	12	12	10



Infographics

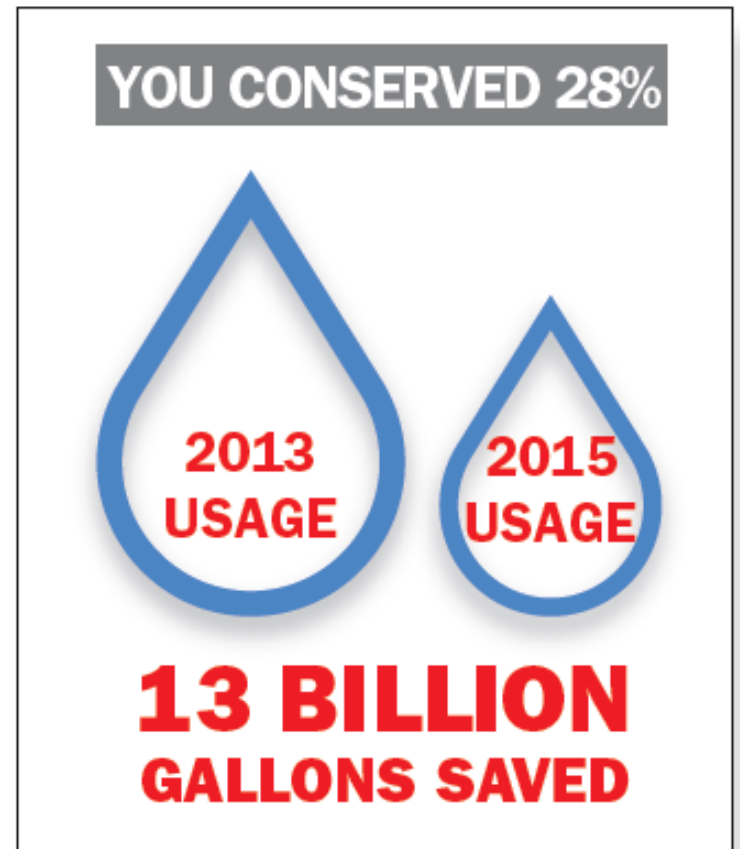
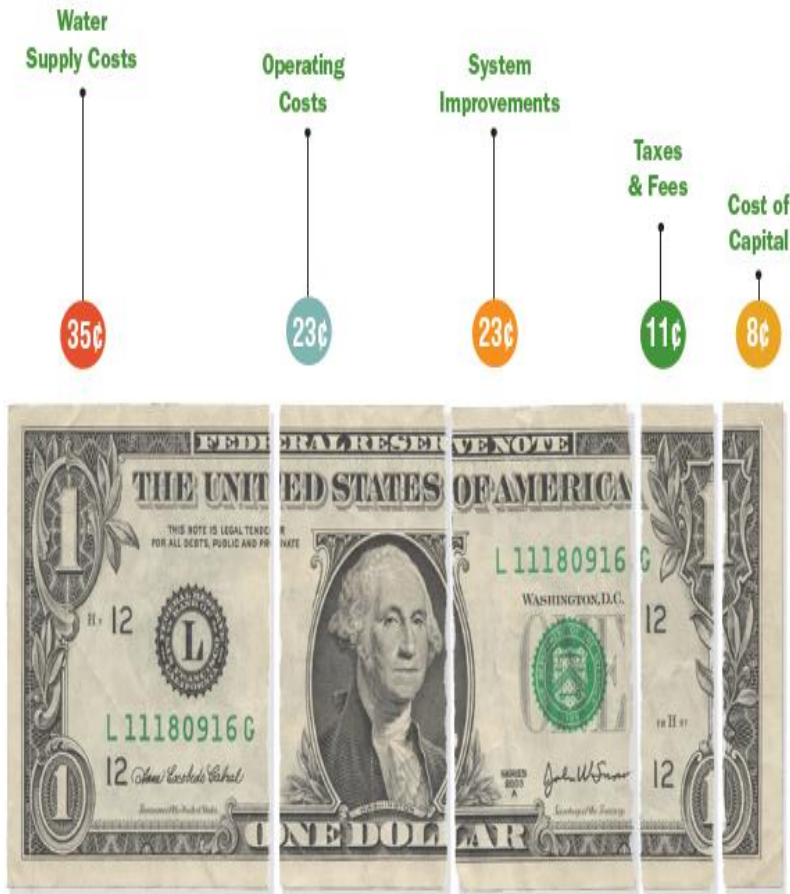


Infographics



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Infographics



Videos



SAN JOSE WATER COMPANY



REPORT WATER WASTE



CONTACT US



MY ACCOUNT



FOR YOUR HOME



FOR YOUR BUSINESS



FOR YOUR INFORMATION



ABOUT SAN JOSE WATER



FOR YOUR INFORMATION

- › Value of 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



VIDEO LIBRARY

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RATES, CONSERVATION, AND THE VALUE OF WATER

HOW IS THE AMOUNT
DUE CALCULATED ?
WHO SETS THE RATES?



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Videos

FOR YOUR INFORMATION

- › Value of Water
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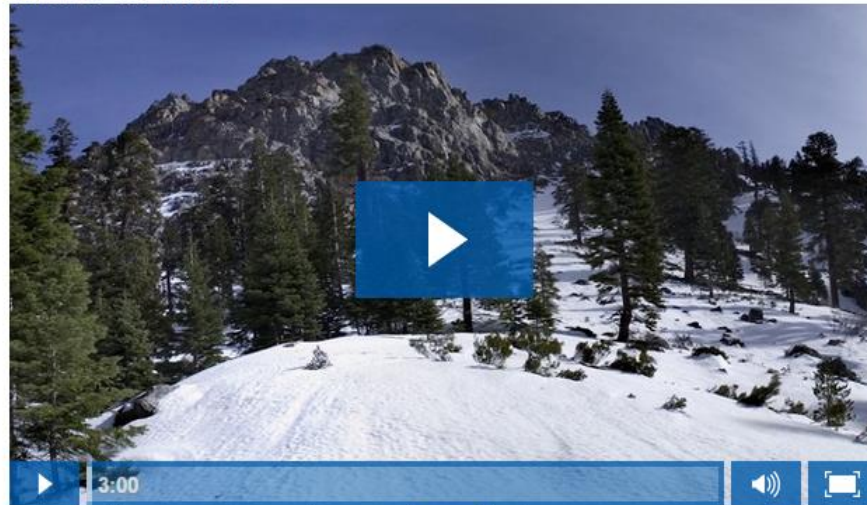
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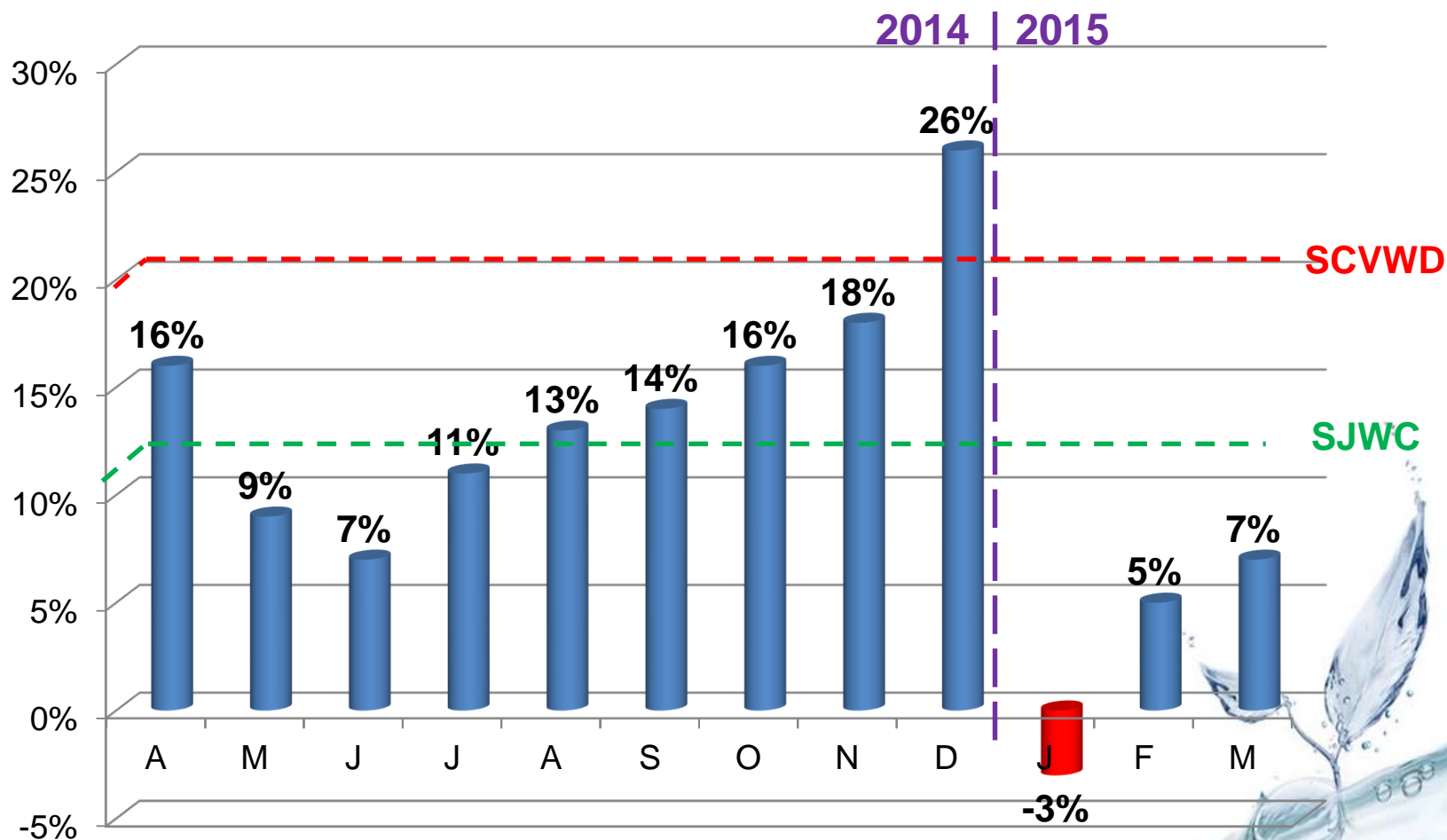
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VALUE OF TAP WATER

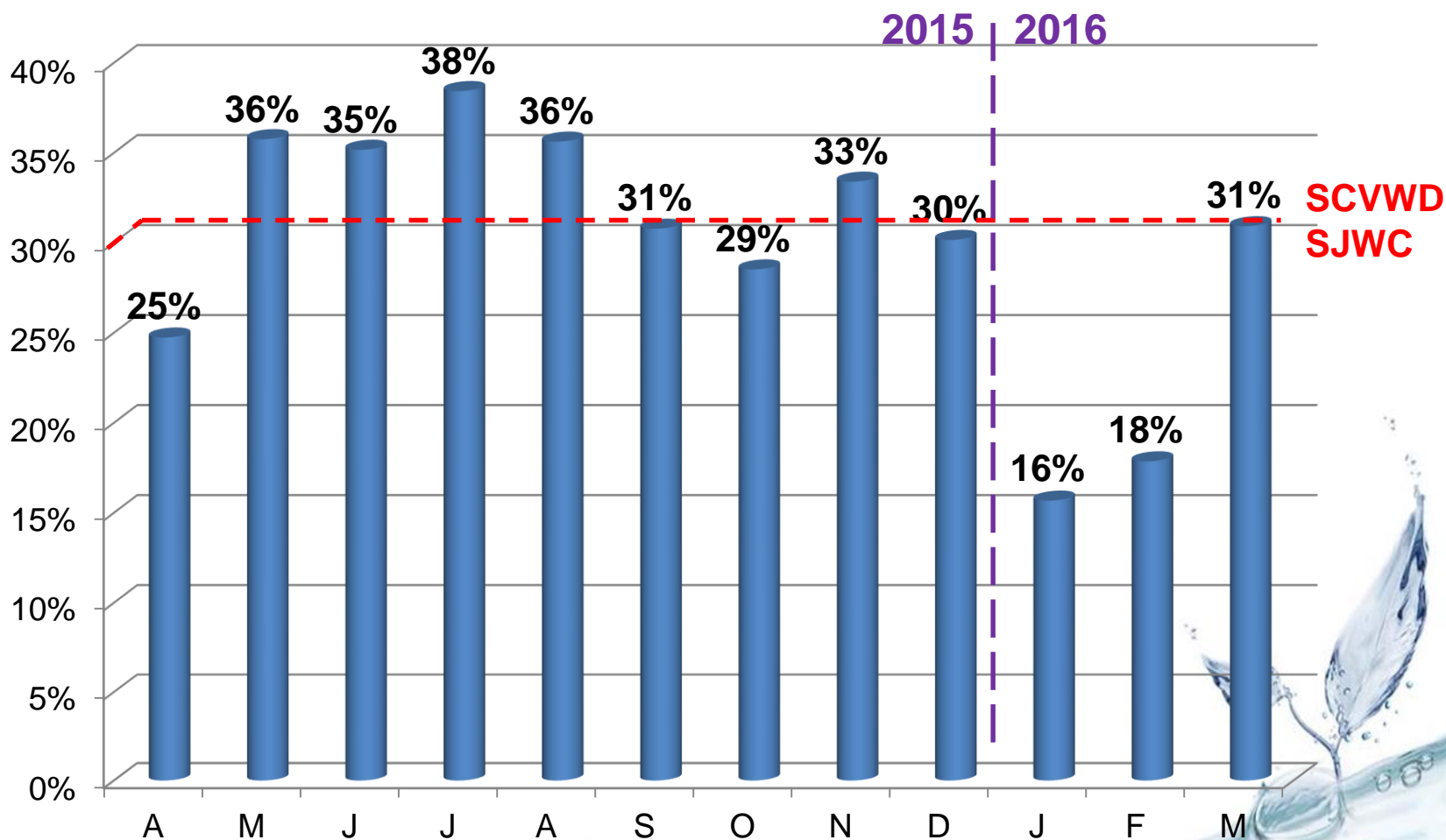


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Results



Results



WTFH

- 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%



CII

- 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%



Engaging Youths

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

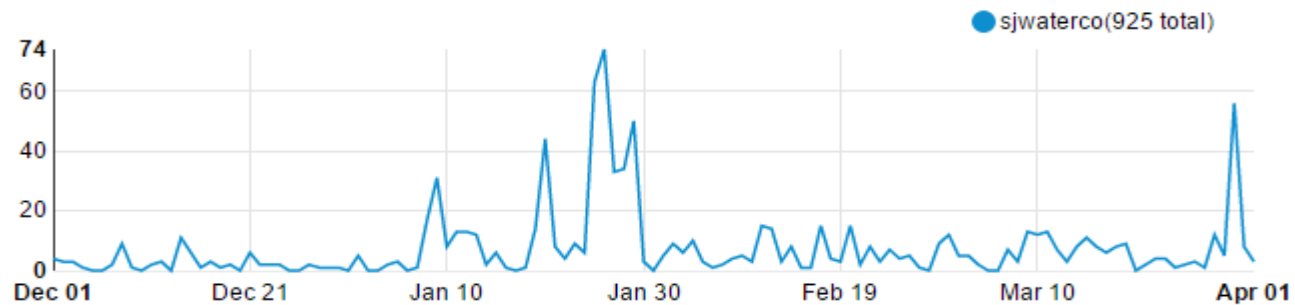


Social Media

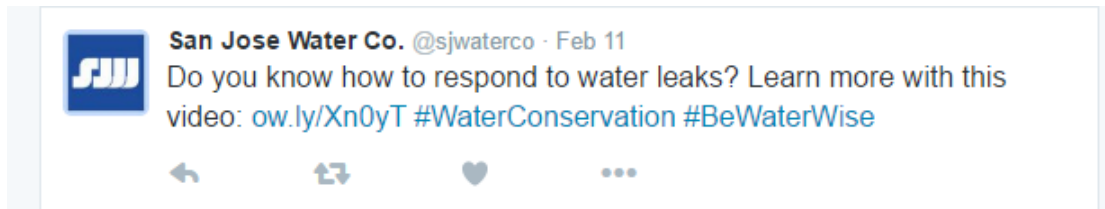
- Engage/inform larger audience
- Drive web traffic/increase digital transactions
- Establish thought leadership

Dec 1, 2015 - Apr 1, 2016

Summary Stats



Social Media



Questions

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