

SUEZ Customer Conservation Program

Howard Phillips, Bill Madden, Chelsea Wulff
ICMA Conference Presenters

#ICMA2018

ICMA
conference

BALTIMORE
104th Annual Conference
SEPTEMBER 23-26 **2018**



Presenters



BILL MADDEN
Director of External Affairs



CHELSEA WULFF
Conservation Communications
Specialist



HOWARD PHILLIPS
Supervisor, Town of Haverstraw

SUEZ Conserve Program

INTRODUCTION

conserve

SAVE TODAY. SAVE TOMORROW.

SUEZconserve.com

- Innovative program
- First of its kind in the water utility industry
- Could pave the way for national programs

year 1

Background

- **Meet Rockland's long term water supply needs**
- **PSC order to achieve conservation goals**



Objectives



- Conceive innovative program
- Launch external campaign
- Build awareness
- Reduce water consumption
- Meet mandated NYS PSC goals

objectives

Rebate Program

\$100
REBATE

washing machine

SAVE 10%
or more on a typical purchase
ENERGY STAR® MODELS;
maximum of one per home.

\$75
REBATE

toilet

SAVE 50%
or more on a typical purchase
EPA WATERSENSE MODELS;
maximum of three per home.

\$15
REBATE

showerhead

SAVE 50%
or more on a typical purchase
EPA WATERSENSE MODELS;
maximum of three per home.

\$50
REBATE

irrigation controller

SAVE 30%
or more on a typical purchase
EPA WATERSENSE MODELS;
maximum of one per home.

- Water saving appliances
- Attractive offerings
- Residential, multifamily, commercial customers

rebates

Key Metrics

YEAR 1



REBATES

Residential: Over 1900 rebate redemptions
Commercial: 45 audits completed



INVESTMENT

\$5.1M over 5 years



OUTREACH

Over 3 million media impressions in first six months

metrics

Methodologies

YEAR 1



- Partners
- Process
- Promotions

methodologies

Partners

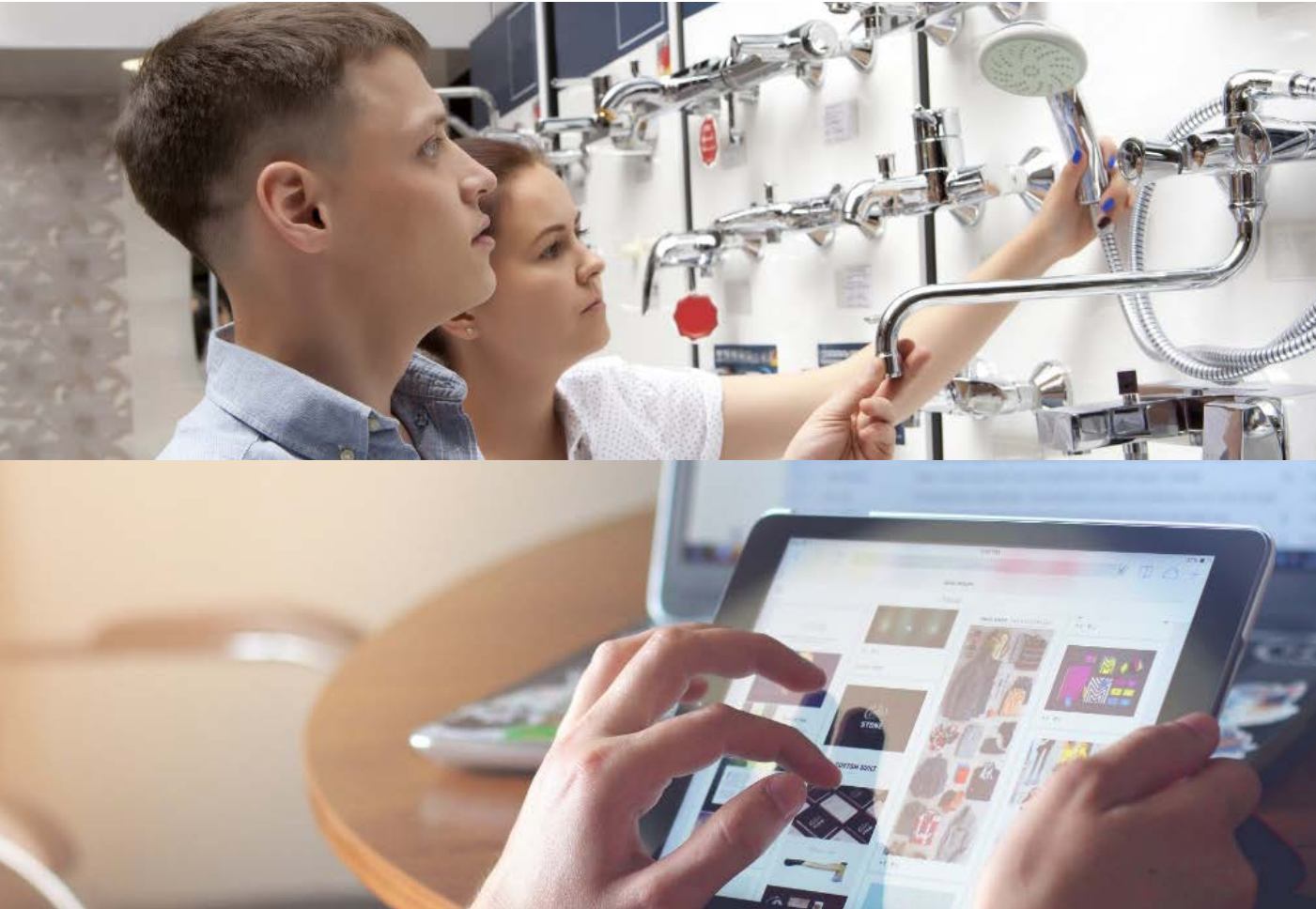


HAWK
INCENTIVES



partners

Process



Traditional application

Buy and apply by mail or online

- In store
- Online

Process



Instant rebates

No application required

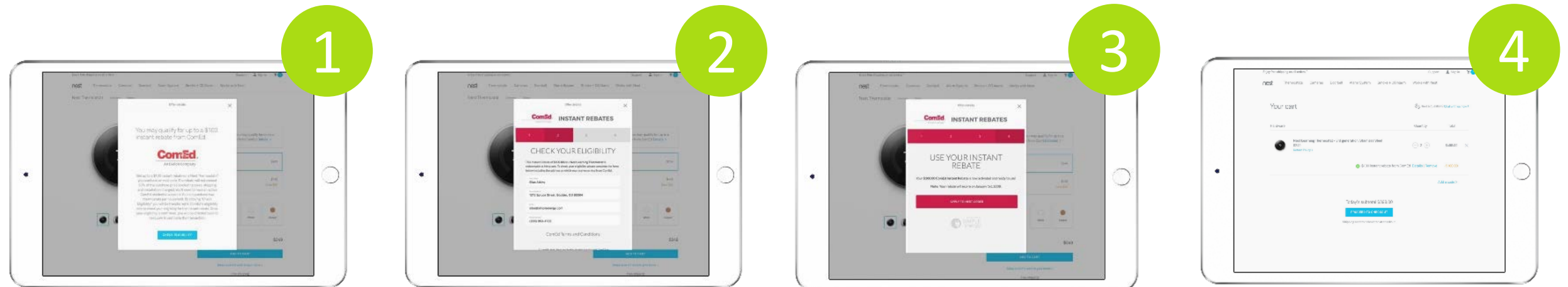
- Lowe's of Rockland in-store scanning
- My ORU Store

Process

In store



Online



process

Digitizing Conservation

Corporate initiative

- Personalized experience
- Conservation goals
- Management tips

web 2.1



Get personalized tips to save water.

Take our Conservation Survey at MySUEZWater.com to understand your current water usage and learn how to save water and money.



Learn about your water use
Our new Conservation Survey shows you how water is used in your home.



Tips Customized for You
Get personalized tips that could help you save water and money.

Municipal Support, Engagement



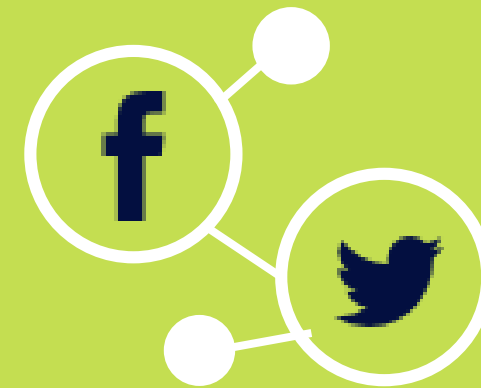
E-newsletters



Handouts



Websites



Social media

municipalities

Promotions

MAJOR CHANNELS

DIGITAL/WEB



CABLE TV



DIRECT MAIL



channels

Promotions

MAJOR CHANNELS

SOCIAL MEDIA



E-MAIL



BILL INSERTS/ PRINT



channels

Promotions

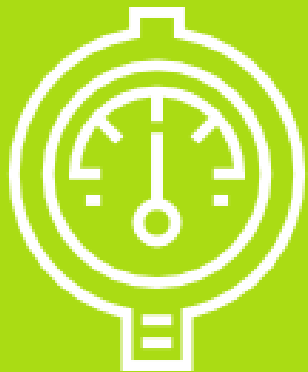
CUSTOMER TOUCH POINTS



Van decals



Customer service window



Meter change outs



Employee e-signatures

touch points

Next Steps



Sustain intensive advertising program



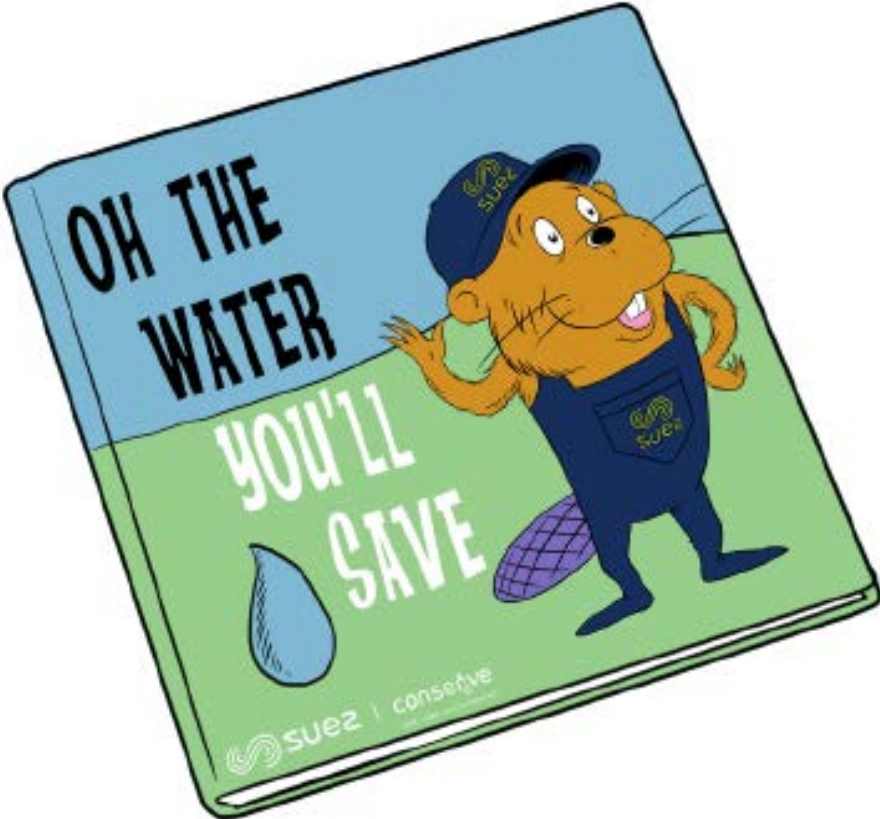
Ramp up commercial conversions



Evolve messages, tactics

next steps

Conservation Character and Fan Engagement



evolve messaging

ICMA
conference

BALTIMORE
104th Annual Conference
SEPTEMBER 23-26 **2018**

#ICMA2018