SUEZ Customer Conservation Program

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ICMA Conference Presenters

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SUEZ Conserve Program

INTRODUCTION

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

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

YEAR 1

- Partners
- Process
- Promotions
Partners
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

1. [Image of a woman looking at a product in a store]
2. [Image of a phone scanning a barcode]
3. [Image of a phone with a confirmation message]
4. [Image of a hand scanning a barcode]

Online

5. [Image of a tablet displaying a login screen]
6. [Image of a tablet displaying a confirmation message]
7. [Image of a tablet displaying a payment screen]
8. [Image of a tablet displaying a final confirmation message]
Digitizing Conservation

Corporate initiative
- Personalized experience
- Conservation goals
- Management tips

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.
Municipal Support, Engagement

- E-newsletters
- Handouts
- Websites
- Social media
Promotions
MAJOR CHANNELS

DIGITAL/WEB

CABLE TV

DIRECT MAIL
Promotions
MAJOR CHANNELS

SOCIAL MEDIA

E-MAIL

BILL INSERTS/ PRINT
Promotions
CUSTOMER TOUCH POINTS

- Van decals
- Customer service window
- Meter change outs
- Employee e-signatures
Next Steps

Sustain intensive advertising program

Ramp up commercial conversions

Evolve messages, tactics
Conservation Character and Fan Engagement