Can Conservation Go the (Social) Distance?

Karen Guz
Conservation Director

April 10, 2020
FAST Changes

- **March 12th** made call to cancel March 14th Spring Bloom signature event
- **March 13th** Mayor ordered cancellation of large events
- **March 18th** SAWS started remote work transition
- **March 23rd** Remote work officially started for all conservation staff

March; Everything Cancelled!

- **March 12th**
- **March 13th**
- **March 18th**
- **March 23rd**
Essential Services Message

• Reassuring customers of water safety is key
• Providing assistance programs more than ever
• Normalcy as much as possible underscores stability message
Make It Work & Make It Work FAST

Three Days to Go Remote:
- Limited VPN access; bandwidth concern
- No more laptops (for our team)
- Goal: Equip every person with some way to get on-line/ on phones
  - Redistributed laptops within team
  - Redistributed hot spot devices within team
  - Quickly got Jabber on cell phones
  - IT helped get an older personal laptop functioning
  - Updated cell phone contact list

Tools We Could Use:
- Home computer set-ups
- Jabber: masks calls from cell
- VPN/telephony: Can call from SAWS computer and take calls
- VDI: virtual desktop access
- Salesforce Conservation Platform
- WaterSmart Software Dashboard
Limits….That Could be Overcome

We Can’t Have It All…Right Away

• Home computers don’t have VPN so no access to billing system of SAWS
• Home networks not all fast
• Conservation Call Center down
  – Changed recording & take messages
  – Can call back quickly
• Access to Group Emails for Programs
  – Ex. consult@saws.org
  – Clarified who gets these & how
Cloud-Based Program Management!

**Saleforce (SF) Program Platform**

- **All** programs managed on SF
- Access to all staff from any computer anywhere already
- Plug in tools already issue coupons to customer cell phones
- Applications on-line bring information straight to SF already
- Can log phone calls, interactions and emails to any customer
- Easy process changes in-house

**Dashboard Tracks Progress in Real Time**
WaterSmart Software Dashboard

What Does This Do For Us?

- API sends consumption data to WaterSmart as it becomes available
- Access from any computer anywhere
- History of accounts back to 2012
- History of conservation participation
- Emails from various sources aggregated – Can message out to all or some easily
- Customers message from WaterSmart
- 46,000 customers getting reports

Tools for Customer Solutions
Programs With Minor Changes

• Plumbers to People Assistance
• Conservation Consults; went virtual immediately
• Flow Sensor Incentive
• WaterSaver Landscape Coupons
• WaterSaver Patioscape Coupons
• Pool Filter Rebate
• WaterSmart Reports
• Weekly GardenStyleSA E-newsletter
• GardenStyleSA.com management

Plumbers to People:

PTP Referrals by Month

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<thead>
<tr>
<th>Application Approval Date</th>
<th>Record Count</th>
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<tbody>
<tr>
<td>January 2020</td>
<td>43</td>
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<td>February 2020</td>
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<tr>
<td>March 2020</td>
<td>65</td>
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<tr>
<td>April 2020</td>
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Landscape/Patioscape/Mulch/Rain Barrel/Garden Tools:

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<tr>
<th>Issue Date</th>
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<th>Record Count</th>
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<td>April</td>
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Many Programs Revised or Cancelled

Revised or Slowed Down

- WaterSaver Rewards
- Custom Rebates
- Irrigation Check-Up Regulation
- Launch of New App-Based Controller Coupon

Postponed/ Shut Down:

- Spring Bloom Big Event
- At Home Irrigation Consults
- New Irrigation Efficiency Rebate Offers
- Face to Face Workshops & Events

### Consults Completed per Month (Current YTD)

<table>
<thead>
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<td>March 2020</td>
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<td>April 2020</td>
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### Flow Sensor Rebate Status Report

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<tr>
<td>Purchased - Not Installed</td>
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<tr>
<td>Didn't finish Install</td>
<td>10</td>
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<tr>
<td>Don't Recognize</td>
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<tr>
<td>Approved</td>
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</tbody>
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On-Line Options Filling A Gap

**iNaturalist**

Thu Apr 23rd 9.00am - 12.00pm
iNaturalist Workshop and City Nature Challenge - Rewards Eligible

WaterSaver Rewards = 1 point It can be challenging to identify flora and fauna when exploring the natural world. Fortunately, there are...

**CULTIVATE!**

Sat Mar 21st 8:00am - 2:00pm
Cultivate! Earth-Friendly Gardening and Landscaping - CANCELLED!!!!!!
Cultivated has been cancelled! Refunds will be given to attendees who have already registered.

Sat Mar 14th 9:00am - 1:00pm
Spring Bloom 2020 - POSTPONED!!!!
POSTPONED!!! "We have decided to postpone our annual gardening event, Spring Bloom, to better accommodate the numerous volunteers,..."

**GVST**

Fri Mar 20th 10:00am - 12:30am
Native Plant Walking Workshop - CANCELLED!!!
CANCELLED!!

Sat Apr 11th 8:00am - 11:00am
Watersaver Landscape Design School - CANCELLED!!!
CANCELLED!!!

**Partners Got Our First Remote Learning Going**

March; Everything Cancelled!
Resources to Repurpose & Promote

Video education effort ramped up in 2019..ready to promote

How-To Videos

Why just read about great landscaping tips when you can see them in action? Our in-house experts take everyday gardening chores "down to bare dirt" in these short, step-by-step tutorials.

Our DIY videos are perfect for even the greenest of green thumbs. But be warned: Once you start, you may find yourself binge-watching every episode like a true garden geek.

Solve Your High Water Bill Mystery
How to Detect Water Leaks
How to Test Your Toilet for Leaks

We Think You'll Really Dig It.
Sign up to receive special offers, expert advice and tips to transform your yard into a landscape showplace!
Refocused GardenStyleSA.com Content

Needed to reflect what is on the minds of our audience

Keep Calm and Social On!

Staying connected while keeping your distance from friends and neighbors can be as simple as heading out your back door into the world of nature. Are you a social butterfly...

CURRENT WATERING ADVICE

Lots of rain this past weekend. More on the way. No irrigation this week.

– Mark Peterson, Project Coordinator April 6, 2020

Lawn | ☀ 0.0 ☁ 0.0

Beds | ☀ 0.0 ☁ 0.0

YEAR ROUND

Before 11 AM or after 7 PM

ASK A GARDEN GEEK
Will Our Numbers Be Down? Yes & No

The Bad:

• **Flow Sensors**: no slow down
• **Coupons**: half of normal in March
• **Consultations**: half of normal & dropping this week
• **E-newsletter**: metrics on open & click throughs unchanged
• **App-Based Controller**: delayed by a month
• **Education**: EVERYTHING cancelled so no WaterSaver Rewards at first

The Good:

• **Flow Sensors**: may explode
• **Coupons**: promote new deadlines & curbside options/delivery at nurseries
• **Consultations**: promote phone consult options
• **E-newsletter**: refocused content may raise open/engagement rate
• **App-Based Controller**: perfect remote deployment opportunity
• **Education**: On-line GREAT feedback & new audience
Teachable Moments & Opportunities

- New Flume Flow Sensor promotion/sale being planned
- Gardening resurgence for home-bound families
- “Captive” virtual audiences loving on-line learning & social media
- School-age water education popular
- Gather gratitude stories
Follow Up?

We appreciate trading ideas, program protocol documents, contracts, results...give us a call or email!

Rebate Program at: GardenStyleSA.com

More programs also at: Saws.org/conservation

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