

Abstract for Phoenix In-home Visits Presentation

Title:

Phoenix In-Home Visits Social Marketing Program

Topic:

Phoenix Water Services and BBC Research & Consulting implemented and evaluated a pilot in-home visit social marketing program that generated substantial reductions in water use.

Abstract:

Phoenix Water Services is testing different social marketing programs to encourage water conservation, working closely with BBC Research & Consulting in Denver. One pilot program targeted high-water-use households for in-home visits. The pilot program began with analysis of water use patterns among Phoenix customers. BBC's statistical modeling of water use based on household and home characteristics identified single family customers who were using more water than their peers. Targeting households with above-average use compared with similar households was an important first step in the pilot program.

The City sent a letter to targeted households requesting participation in an in-home visit (without mentioning water conservation). BBC then scheduled in-home visits.

BBC staff primarily conducted the in-home visits, which totaled 36 homes. Visits included:

- Discussions about homes, landscapes, pools and water use;
- Indoor and outdoor tours of homes;
- A two-month supply of water conservation “fish” that could reduce pool evaporation;
- Offers of free irrigation controllers; and
- Different types of water conservation print materials left behind for post-visit review.

Visits averaged 30 minutes. Some visits were conducted in Spanish.

BBC contacted households by telephone several months after the visits to discuss whether anyone in the household had reviewed the water conservation materials or taken any actions to reduce water use. A second follow-up interview was conducted one year after the visit. BBC also compared pre- and post-visit water use for households with control homes.

Use for the highest water users fell by nearly 20 percent after controlling for other factors — some of this reduction may represent long-term savings. BBC is presently analyzing the aspects of the in-home visit program that had the greatest impact on water use, permanence of the reductions and whether the program could be expanded to more households.

Presentation by:

David Keen, Managing Director, and Annette Humm Keen, Senior Consultant, of BBC Research & Consulting.

Biographical Information of Authors:

David Keen. Mr. Keen is a Managing Director of BBC Research & Consulting. He has an extensive understanding of water conservation challenges. Mr. Keen served as an adjunct faculty member for University of Denver teaching research methods to graduate students. He holds a Master's in City and Regional Planning from Harvard University.

Annette Humm Keen. Ms. Humm Keen is a Senior Consultant with BBC Research & Consulting in Denver. She has 20 years of experience integrating water conservation and social marketing communications campaigns. Ms. Humm Keen received a Master's degree in Landscape Architecture from Harvard University in 1981.

Author/Contact:

David Keen
Managing Director
Annette Humm Keen
Senior Consultant
BBC Research & Consulting
3773 Cherry Creek North Drive, Suite 850
Denver, Colorado 80209-3868
303-321-2547 x 245
fax 303-399-0448
www.bbcresearch.com
hummkeen@bbcresearch.com