



TEXAS WATER™ 2023

April 11-14, 2023 | George R. Brown Convention Center
Houston, Texas

Sub-si-who? Ohhhhh- sub·sid·ence!

Title of Abstract

Sub-si-who? Ohhhhh- sub·sid·ence!

Subject

Joint W/WW - Public Information

Joint W/WW - Water Conservation

Abstract Summary

The North Fort Bend Water Authority (NFBWA) knew there was a communications issue, so it began the quest to solve its lack of local awareness regarding subsidence and water resourcing. The NFBWA recently launched a new website and campaign. Overall performance has been measured, and the results are stellar.

Abstract Body

In 2019, the North Fort Bend Water Authority (NFBWA) began the quest to solve its lack of local awareness regarding subsidence and the NFBWA's mission. The NFBWA launched a large-scale website redesign, where now user experience and content creates a more consumer-friendly resource and it better connects with the audiences. The NFBWA additionally launched a new public awareness campaign in 2022, which is now called the "Water Force".

The overarching strategy for the NFBWA includes:

- An understanding of what the NFBWA is and how its work impacts the local community
- Education on subsidence
- Provides methods to water providers and residents on implementing water conservation efforts
- Teaches about the NFBWA large-scale projects, rebate opportunities, and rates

After the website redesign, NFBWA has been able to better communicate with their audiences and begin working towards larger organizational goals especially through its website. This led to a drastic decrease in the site's bounce rate (56.26% to 10.28%), meaning that the site was much more engaging for users—making it less likely to exit the site without action. Likewise, year-over-year, the number of sessions per use increased by 4.25%, and the average pages/session increased by 8.40%.

The Water Force Campaign has been a major success when it comes to understanding who the NFBWA is and its impact on the local community. In August, there were almost 50,000 users reached through Meta ads. There were 295 new Facebook followers (started at 678, now 1,010) and 124 new Instagram followers (started at 18, now 142). Now, it's one thing to gain followers, but the NFBWA has been working hard to prove that the content is relatable, user-friendly and educational. Which is why the NFBWA has focused on posting topics like water fees, native and adaptive plants, subsidence, and water saving tips just to name a few.

In September there has currently been a 4.9% increase on engagements and a 2.3% increase on engagement rate (per impression) meaning that more people have been reacting, commenting, and sharing posts and are concurrently staying engaged.

The NFBWA can now track which ads are top performing and which website pages are most visited. Ultimately, North Fort Bend Water Authority now has the information and resources it needs to promote subsidence and water conservation in an organized, user-friendly, and beautiful website.

In order to obtain TCEQ operator training accreditation for the session, explain how your paper relates to operations of a water or wastewater plant and assists an operator in performance of his/her duties?

N/A

Should Texas Water 2023 be converted to a "Virtual Conference" out of health and safety concerns, would you still be willing to present this material virtually?

Yes

If not selected for a Technical Session, would you like this abstract to be considered for a Poster Presentation?

Yes

PRIMARY CONTACT

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Speaker Bio

Whitney is a certified arborist and conservationist at BGE, Inc. She holds a BS in Agronomy and Horticulture from Stephen F Austin and an M.S. in Soil and Crop Sciences from Texas A&M University. She joined BGE in 2017 and serves as the conservation, communications, and reuse manager for the North Fort Bend Water Authority. On work breaks Whitney enjoys being a voluntary counselor for all her coworkers plant and irrigation problems at their houses. When not in the office, she lives and farms turfgrass in Matagorda County. This is where she and her boys find true peace.

Please list the presenter's previous experience as a presenter (i.e. other conferences) or instructor:

Previous adjunct professor for Austin Community College, speaker multiple years at Texas Water, Association of Water Board Directors, Texas Turfgrass Association, Texas Nursery &

Landscape Association, and others. Primary role for North Fort Bend Water Authority involves presenting to its constituents.

If this paper is selected, will this author be participating in the paper's technical session presentation?

No

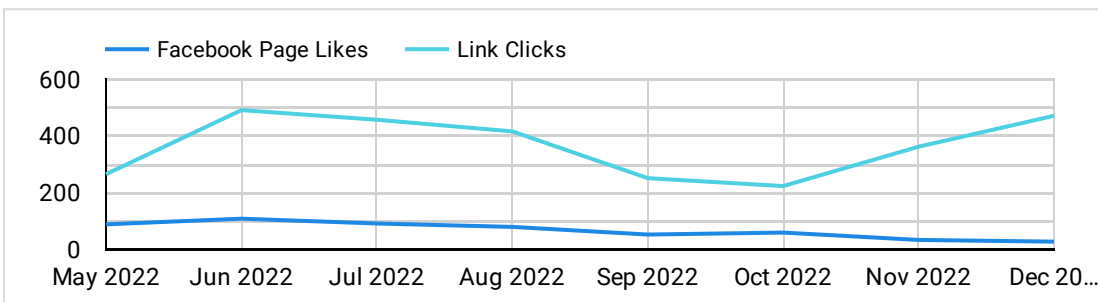
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Meta Ads

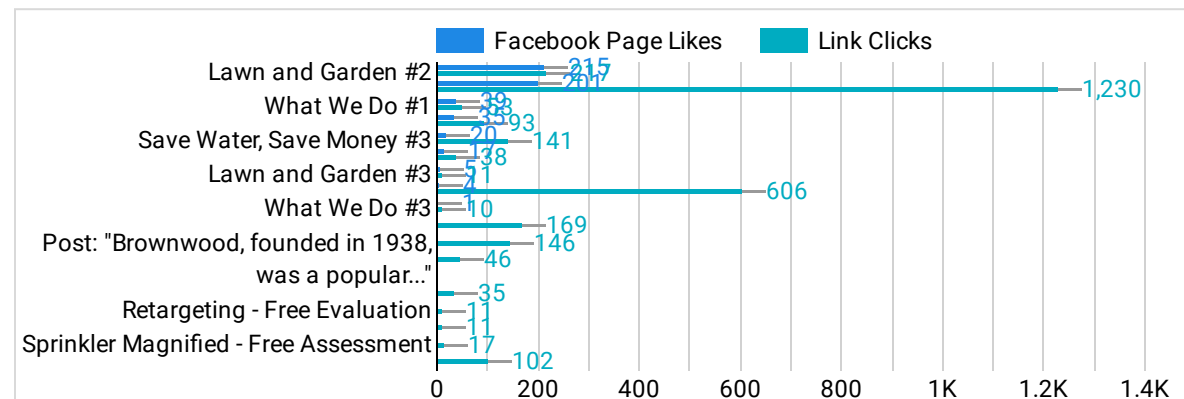
This data includes results from paid advertising on Meta only (not including organic posts).

Reach 121,921	Facebook Page Likes 537	CPPL \$14.57	Link Clicks 2,936	CPC \$2.67	Reactions 1,068	Comments 92	Spend \$7,825.33
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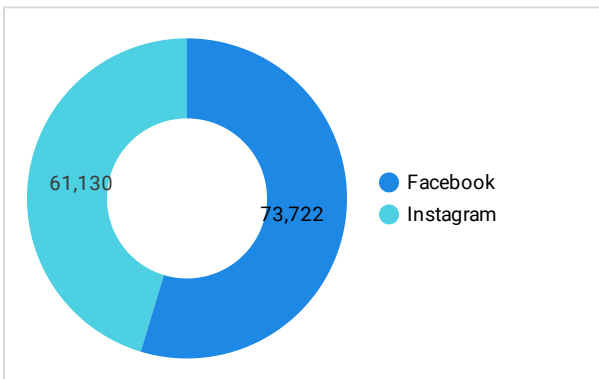
Results Over Time



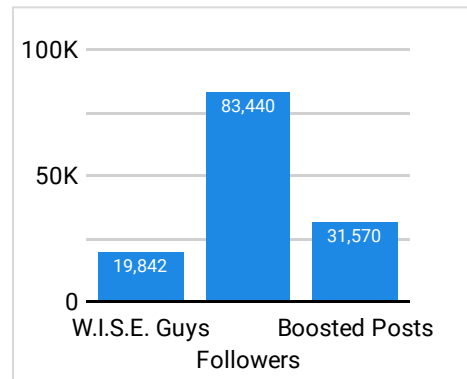
Top Ads



Reach by Channel



Reach by Initiative



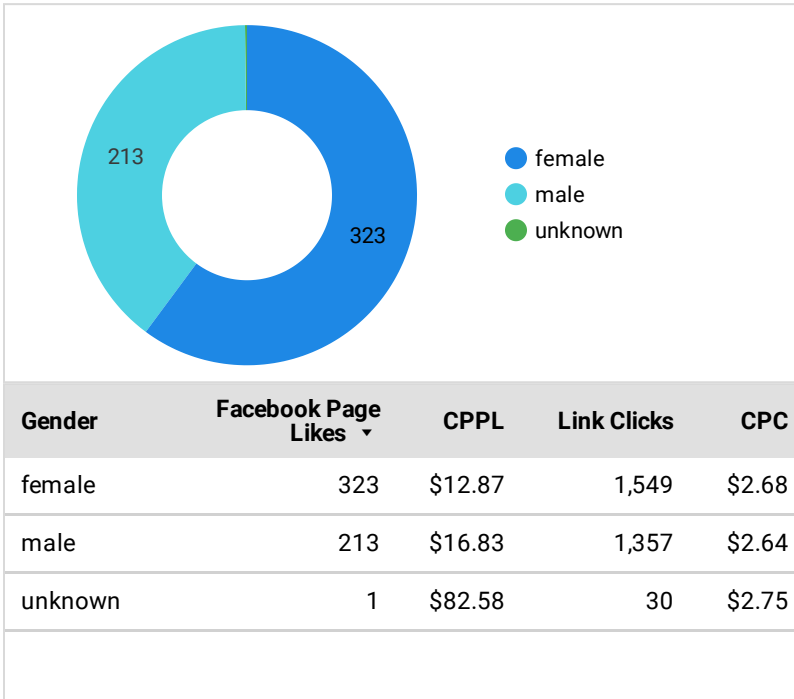
Ad Name	Facebook Page Likes	CPPL	Link Clicks	CPC
Lawn and Garden #2	215	\$5.83	217	\$5.77
Lawn and Garden #1	201	\$8.81	1,230	\$1.44
What We Do #1	39	\$12.42	53	\$9.14
What We Do #2	35	\$11.77	93	\$4.43
Save Water, Save Money #3	20	\$27.15	141	\$3.85

Campaign	Reach	Facebook Page Likes	CPPL	Link Clicks	CPC	Reactions	Comments	Spend
NFBWA - Waterforce - Followers - Instagram	50,896	-	-	1,895	\$1.61	74	-	\$3,051.8
NFBWA - Waterforce - Followers - Facebook	32,544	537	\$5.29	504	\$5.64	447	72	\$2,841.29
Post: "Are you thinking of purchasing a high-efficiency..."	24,601	-	-	146	\$0.85	-	-	\$124.72
NERWA - W.I.S.E. Guys - Sign Up - Instagram	10,224	-	-	102	\$5.04	18	-	\$611.6
Grand total	121,921	537	\$14.57	2,936	\$2.67	1,068	92	\$7,825.33

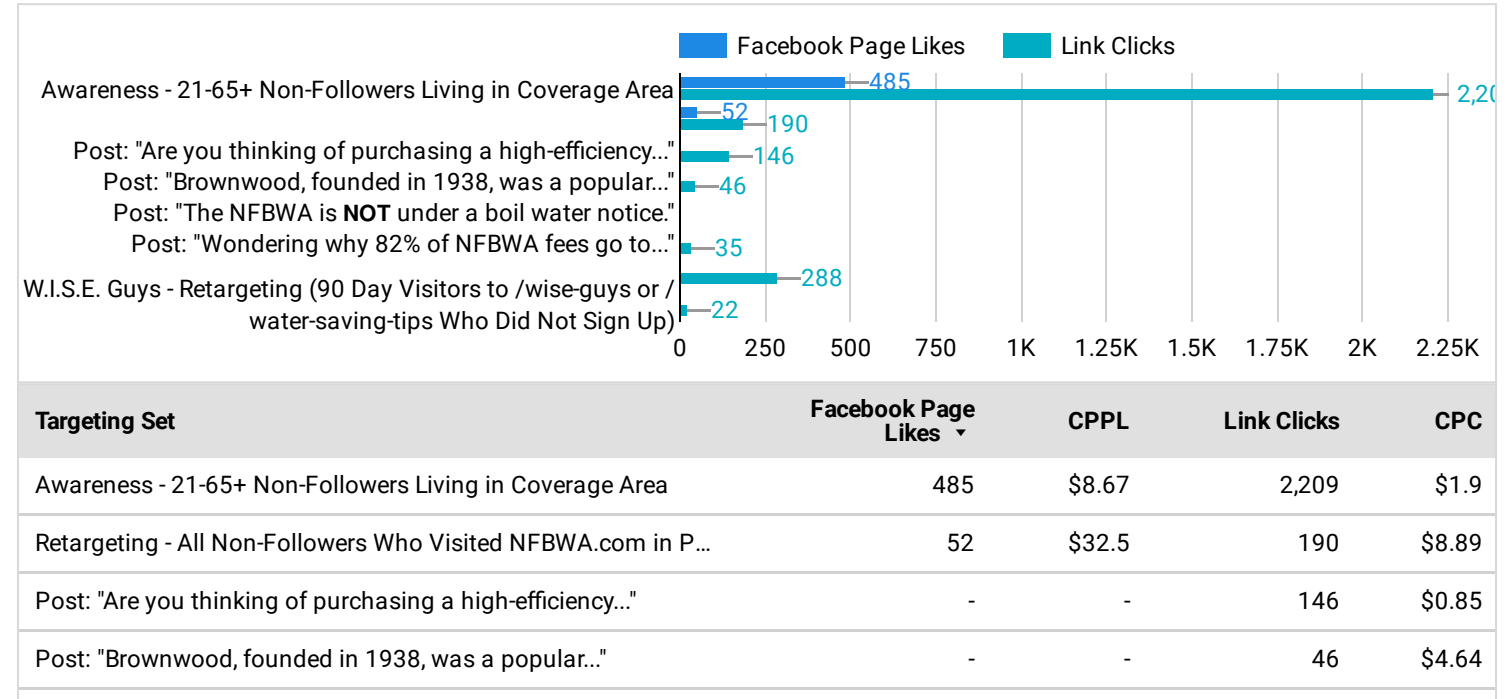
Meta Ads Audiences

This data includes results from paid advertising on Meta only (not including organic posts).

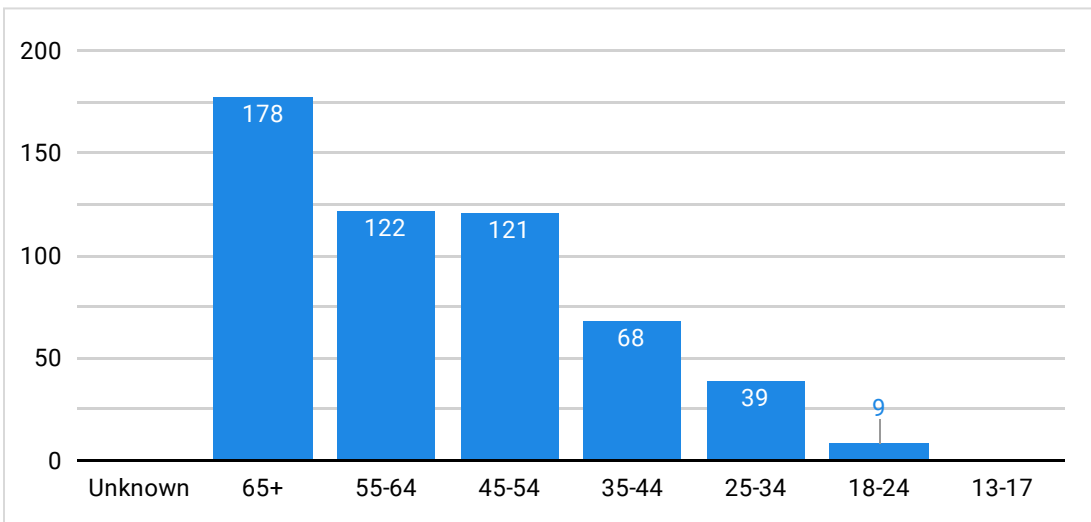
Activity by Gender



Top Targeting Sets



Activity by Age Range



Age	Facebook Page Likes	CPPL	Link Clicks	CPC
65+	178	\$10.78	825	\$2.33
55-64	122	\$11.88	635	\$2.28
45-54	121	\$12.34	532	\$2.81
35-44	68	\$23.31	463	\$3.42
25-34	39	\$24.27	302	\$3.13
18-24	9	\$47.89	177	\$2.44
13-17	-	-	-	-
Unknown	-	-	2	\$0

Meta Ad Creative

Ad Name	Image	Text	Facebook Post Link	Instagram Post Link	Comments	Clicks	CTR
Lawn and Garden #1		Knowing when and how much to water your lawn can save you money. Follow us for tips to keep your lawn healthy.	https://www.facebook.com/122558047825181/posts/5177337019013900/	https://www.instagram.com/p/CehJ76rg744/	-	927	1.49%
Save Water, Save Money #2		For more tips on saving water — and money — follow the NFBWA.	https://www.facebook.com/122558047825181/posts/5177343259013276/	https://www.instagram.com/p/CehKU9FgO3t/	-	589	0.59%
Lawn and Garden #1		Knowing when and how much to water your lawn can save you money. Follow us for tips to keep your lawn healthy.	https://www.facebook.com/122558047825181/posts/5177351509012451/		19	254	0.51%
Post: "Are you thinking of purchasing a high-efficiency..."		Are you thinking of purchasing a high-efficiency appliance? Check to see if your MUD or city participates in the NFBWA's Resident Water Conservation Rebate. Eligible residents can receive a rebate of up to \$300 on their water bill by purchasing items such as high-efficiency dishwashers, showerheads and faucets. Learn more and see if your water provider is participating: https://www.nfbwa.com/resident-rebate	https://www.facebook.com/NFBWA/photos/a.122571841157135/4554857324595209/?type=3	https://www.instagram.com/p/Ck4lwpgdL0/	-	146	0.16%
Lawn and Garden #2		Reduce water consumption — and your monthly water bill — by filling your garden with native plants.	https://www.facebook.com/122558047825181/posts/5076888322392104/		20	127	0.22%
Save Water, Save Money #3		Making small changes to your home water use can have a big impact on your water bill. Follow to save water — and money!	https://www.facebook.com/122558047825181/posts/5076950265719243/	https://www.instagram.com/p/CdJmsPxguMF/	-	111	0.38%
Live Sprinkler Video - Evaluator		Your sprinkler system can have a big impact on your water bill. A WISE Guys evaluator can help you find the right settings.	https://www.facebook.com/122558047825181/posts/5338892136191720/		2	86	0.77%
Sprinkler Magnified Waves - We'll Send a Specialist		Your sprinkler settings could be over-watering your lawn. We'll send a specialist to help you figure out the right schedule.	https://www.facebook.com/122558047825181/posts/5338876216193312/		2	85	0.42%
Live Sprinkler Video - Evaluator		Your sprinkler system can have a big impact on your water bill. A WISE Guys evaluator can help you find the right settings.	https://www.facebook.com/122558047825181/posts/5338951202852480/	https://www.instagram.com/p/Cg1-nrqAqWB/	-	83	0.37%
Grand total					92	2,936	0.47%

Website Traffic

Users
20,026
↑ 85.8%

New Users
20,117
↑ 89.5%

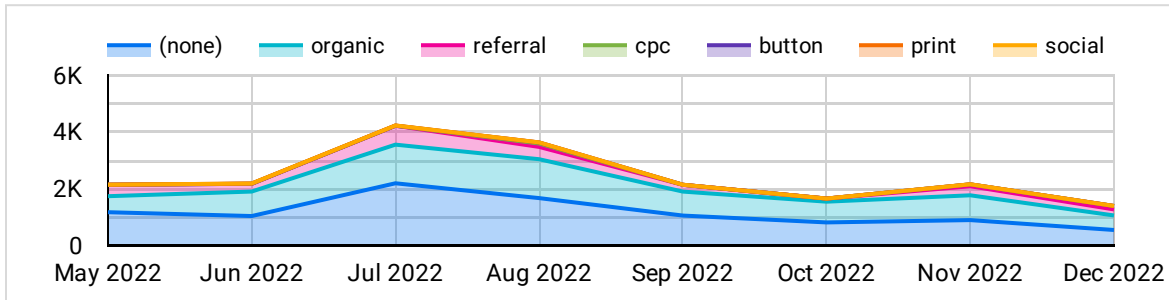
Pages / Session
2.03
↓ -5.2%

Bounce Rate
2.76%
↓ -93.4%

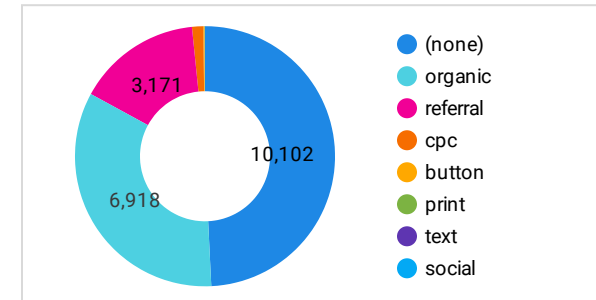
Avg. Session Duration
00:01:42
↑ 13.6%

Medium	Users ▾	Bounce Rate
(none)	10,102	4.56%
organic	6,918	0.38%
referral	3,171	3.29%
cpc	286	0.32%
button	26	1.64%
print	14	0%
text	2	0%
social	2	0%
Grand to...	20,026	2.76%

Traffic Over Time



Users by Medium



Source	Medium	Campaign	Content	Users	Sessions ▾	Avg. Session Duration	Bounce Rate
(direct)	(none)	(not set)	(not set)	10,102	12,512	00:01:14	4.56%
google	organic	(not set)	(not set)	6,053	8,505	00:02:15	0.44%
m.facebook.com	referral	(not set)	(not set)	1,401	1,493	00:00:32	0.07%
supertraffic.xyz	referral	(not set)	(not set)	629	967	00:00:34	13.96%
bing	organic	(not set)	(not set)	473	743	00:03:28	0%
l.facebook.com	referral	(not set)	(not set)	215	287	00:01:44	0.35%
lm.facebook.com	referral	(not set)	(not set)	261	279	00:00:54	0.36%
app.constantcontact.com	referral	(not set)	(not set)	3	257	00:06:59	0%
yahoo	organic	(not set)	(not set)	156	233	00:03:09	0%
duckduckgo	organic	(not set)	(not set)	126	167	00:01:51	0.6%
baidu	organic	(not set)	(not set)	161	161	00:00:00	0%
toolkit	organic	water	toolkit join the program	1	110	00:07:50	0%
			Grand total	20,026	27,201	00:01:42	2.76%

Top Pages & Referrals

Top Pages

Page	Users	Sessions ▾	Avg. Time on Page	Bounce Rate
/	8,017	10,033	00:00:48	4.08%
/our-fees	5,836	4,455	00:03:05	0.63%
/wise-guys	2,839	2,540	00:04:19	1.46%
/resident-rebate	2,108	1,862	00:03:21	1.93%
/programs	1,391	1,077	00:00:54	0.56%
/news-and-meetings	942	472	00:01:42	1.48%
/water-my-yard	873	446	00:01:24	3.81%
/water-provider-conservation-program	500	343	00:02:13	0.00%
/our-projects	733	312	00:03:27	0.64%
/contact-us	999	299	00:02:07	9.36%
/water-saving-tips	583	259	00:01:09	0.77%
/for-residents-hoas	1,279	241	00:01:05	1.24%

Top Referrals

Source	Users	Sessions ▾	Avg. Time on Page	Bounce Rate
m.facebook.com	1,401	1,493	00:01:50	0.07%
supertraffic.xyz	629	967	00:00:39	13.96%
l.facebook.com	215	287	00:01:36	0.35%
lm.facebook.com	261	279	00:01:48	0.36%
app.constantcontact.com	3	257	00:01:30	0.00%
water-providers	60	139	00:01:32	0.00%
fulshearmud3a.org	75	92	00:00:34	1.09%
cincomuds.org	52	69	00:01:33	0.00%
facebook.com	68	68	00:01:49	1.47%
linktr.ee	60	60	00:00:51	0.00%
myneighborhoodnews.com	51	55	00:01:42	0.00%
mightycitizen.teamwork.com	11	54	00:02:14	0.00%
link.edgepilot.com	13	37	00:02:28	0.00%
mail.google.com	8	35	00:03:28	0.00%
nfbwa.mightycitizen.dev	5	31	00:02:19	0.00%
fbmud146.org	22	31	00:01:43	0.00%
cincomud5.org	18	26	00:01:17	0.00%
sevenmeadowslive.com	23	25	00:01:18	0.00%
search.aol.com	8	20	00:00:55	0.00%
cincomud8.com	12	17	00:03:25	0.00%
falconranchhoa.com	10	14	00:00:21	0.00%

Top Exiting Pages

Exit Page	Exits ▾	Avg. Time on Page	Bounce Rate
/our-fees	5,371	00:01:50	0.52%
/	5,316	00:01:24	7.69%
/wise-guys	3,427	00:02:19	1.08%
/resident-rebate	2,151	00:02:13	1.67%
/news-and-meetings	1,058	00:01:18	0.66%
/contact-us	826	00:01:22	3.39%