



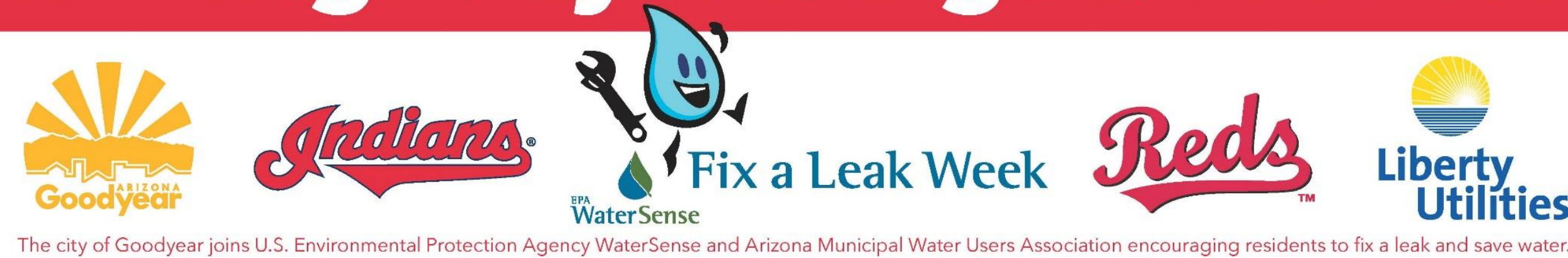
March 16-22, 2015
Fix a Leak Week

Let's Play Ball! Fix a Leak Week Awareness → Incentive



Introduction

A new Ballpark Manager at Goodyear's Ballpark Complex expressed interest in collaborating to reward water conservation at employee orientation. Water Conservation staff pounced. In late 2014, the Cincinnati Reds, Cleveland Indians, and Liberty Utilities teamed up to take customers who saved water out to the ball game, during U.S. Environmental Protection Agency WaterSense Fix a Leak Week. Here's how we did it.



The city of Goodyear joins U.S. Environmental Protection Agency WaterSense and Arizona Municipal Water Users Association encouraging residents to fix a leak and save water.

Program Goals

- Reward those who reduce water use
- Increase awareness of ways to reduce water use
- Build audience at spring training games
- Create a unique Fix a Leak Week observance

The Program

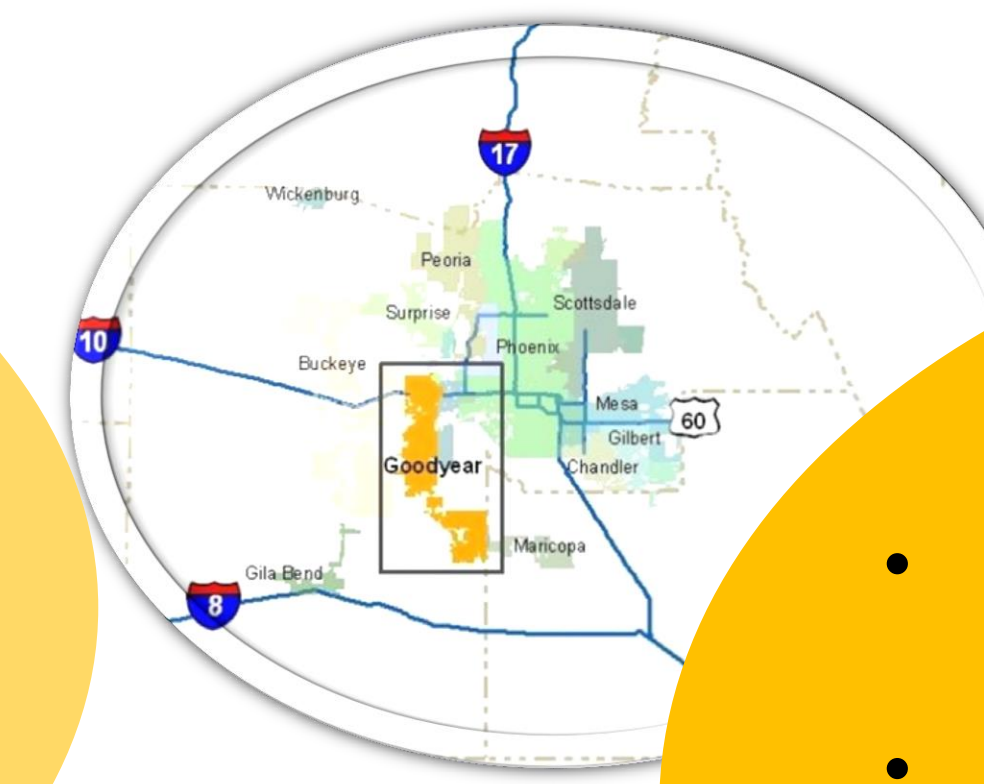
December water bill inserts challenged customers to reduce January and February water use. Those who did so were notified that they were eligible to collect 2 outfield box tickets to the spring training game of their choice during Fix a Leak Week 2015. Tickets were provided compliments of the Cincinnati Reds and Cleveland Indians to those who presented their notice.

Social media postings, the City newsletter, e-blasts to neighborhoods, and a special web page reiterated the invitation. An intern from Arizona State University coordinated the social media and planning for an information booth at 3 games during Fix a Leak Week.

Context

Goodyear, Arizona is a fast-growing western suburb of Phoenix (population 75,000). In 2014, the City served 14,560 households water. Liberty Utilities served another 10,000.

The Goodyear Ballpark Complex, where the Cincinnati Reds and Cleveland Indians hold their spring training, is the highest water-using site in Goodyear. Spring training is the highest attended event series in the City.



Water Savings

- 104 City ticket-claiming households reduced usage by 1.2 acre-ft
- 723 Liberty ticket-claiming households reduced usage by 10.2 acre-ft
- 1.2% of eligible City customers vs 15% of eligible Liberty customers claimed tickets

The Ballpark

- Attendance ↑ 3.67% in Fix a Leak Week over 2014
- 1,499 tickets used by 727 households
- 30% of awardees who attended came to booth



Scoreboard

Lessons Learned

- Separate notification of eligibility works better than cheaper bill imprint
- Scoreboard and public announcement are not enough to attract casual game attendees to booth
- Have customers commit up front to be certain what behavior you reward



New for 2016

- Customers register intent in fall
- Email tips biweekly through Fix a Leak Week
- Prizes for those saving the most and consistently low users
- Additional water provider and full Liberty Utility area included
- Photo gallery of actions to inspire participation