

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





March 14–20, 2011

Fix a Leak Week

www.epa.gov/watersense/fixaleak

amwua
ONE FOR WATER™

Carol M. Ward-Morris
Coordinator, Regional Water Conservation Program
Arizona Municipal Water Users Association
cwardmorris@amwua.org

More information at www.fixaleakweekaz.com



LEARN THE ISSUES | SCIENCE & TECHNOLOGY | LAWS & REGULATIONS | ABOUT EPA

ALL EPA THIS AREA Advanced Search
SEARCH

About Us Products Services Spaces Water Efficiency Partners Resources

WaterSense

An EPA Partnership Program

Product Search | Meet Our Partners | Contact Us | FAQ | Partner Login



It's Fix a Leak Week!
March 14-20, 2011

We're for Water—Join the Chase!

DID YOU KNOW?

Giving your bathroom a high-efficiency makeover can save you more than just water?
[Learn more >](#)

Save water and protect the environment by choosing WaterSense labeled products in your home and business and taking simple steps to save water each day.

[Learn more about WaterSense and what you can do to help make every drop count.](#)

- [Test Your WaterSense](#)
- [Calculate Your Water Savings](#)
- [Save Water, Energy & Money](#)
- [Find Rebates Near You](#)
- [Start At Home](#)
- [WaterSense For Kids](#)

LOOK HERE
[Information for Commercial, Education Government, Professional and more.](#)

Helpline: (866) WTR-SENS (987-7367) | [Contact Us](#) | [Office of Water](#)
WaterSense, U.S. Environmental Protection Agency, Office of Wastewater Management (4204M), 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20460

News Feeds Podcasts EPA Mobile News by E-mail Widgets







arizona fix a leak week

Search

Browse

Movies

Upload

Suns Gorilla Chases Down Leaks

fixaleakweek

13 videos

Subscribe



Like Add to Share

354 views

Uploaded by fixaleakweek on Mar 10, 2011

What does the Phoenix Suns Gorilla do when he meets a running toilet? He

1 likes, 0 dislikes

Show more



News | Home & Garden

Subscribe to Home & Garden Feed

[More Consumer News](#)



HOME & GARDEN

Don't be a drip: Celebrate National Fix-a-Leak Week

Mar 14, 2011 12:33 PM

Talk about a running toilet—this one, named "Loo," will be leading a 4-mile road race in [Peoria, Arizona](#) this weekend to call attention to [National Fix-a-Leak Week](#) sponsored by the Environmental Protection Agency. Race winners get, what else, monkey wrenches.

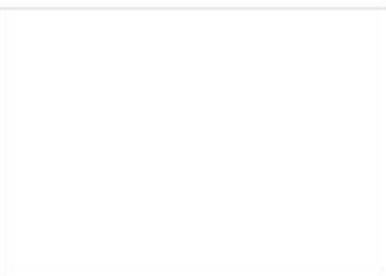
Monkeying around is a good idea for all homeowners this week. The EPA estimates that the average home [wastes 10,000 gallons of water](#) each year—enough to fill a backyard swimming pool. Fixing the leaks can save homeowners at least 10 percent on their water bill. The EPA has some suggestions for [fixing leaks around the house](#) without calling a plumber. Here's what to check:



- **Water meters.** Check your water meter before and after a two-hour period when no water is being used. If the reading advances, you have a leak somewhere.
- **Toilets.** A running toilet can waste up to 200 gallons a day. To see if yours is leaking, put a few drops of food coloring in the tank; if color shows up after 15 minutes, you have a leak and should change the flapper.
- **Faucets.** Worn-out washers or loose fittings can cause faucets to drip. Try tightening the fittings and replacing the washers.
- **Showerheads.** Some leaky showerheads can be fixed by making sure there is a tight connection between the showerhead and the pipe stem and by using pipe tape to secure it. For more complicated leaks consult a plumber.
- **Outdoor systems.** Check your garden hose spigot for leaking and replace the nylon or rubber hose washer if necessary. If you have an in-ground irrigation system that you suspect is leaking, have a professional check for damage from frost or freezing.

You can save money and conserve water by replacing older fixtures with new models that carry the EPA's [WaterSense label](#). These are generally 20 percent more efficient than other products in their class. The EPA has a [Rebate Finder](#) that locates cities and water companies that offer incentives. Consumer Reports own [Ratings of toilets](#) and [showerheads](#) list many water-saving models that provide excellent performance.

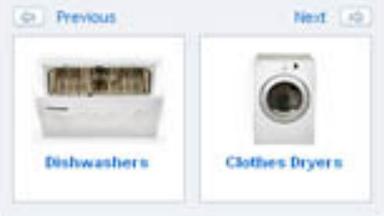
—Glen Trotter



Featured Stories



Expert Ratings





MARCH 14 - 20, 2011

Fix A Leak Week Arizona was a huge success!

View the photos on Facebook (a Facebook account is not required to view photos)

Take the Pledge

- It's not too late! Why not make it official and join your fellow Arizonans in taking the [pledge](#) to find and fix leaks. It's easy and rewarding.

Find and Fix Leaks

Many of the leaks you'll find around your home are easy to do yourself. Use these helpful instructions from WaterSense to get started towards a leak-free home!

[Checking for Leaks](#)

[Toilets](#)

[Faucets](#)

[Showerheads](#)

[Outdoor Leaks](#)

Check out the Town of Gilbert's instructions on [how to use your water meter](#) to find a leak.

Meet Leaky Loo McFlapper

Arizona has its own Fix A Leak Week Mascot Leaky "Loo" McFlapper. Loo will be showing up in some unexpected places, so be on the lookout. Loo and the Fix A Leak Week Team will be handing out cool leak finding and fixing information to help you celebrate Fix A Leak Week March 14 - 20th.



SATURDAY, MARCH 19

The inaugural "We're for Water" 4-Mile Race on Saturday, March 19th was a blast and we have the [photos](#) to prove it.

Check back for a listing of Award winners

The top three overall female and male finishers in their age groups received pipe wrenches (to fix their leaks) and medals. Age groups were: 14 and under, 15-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70 and over.

Timing Chip

The race was timed using the MyLaps ChampionChip system.

A HUGE Thank You to our Signature Sponsors:



Our Monsoon Sponsor: CAP

Our Arroyo Sponsor: Arizona American Water

Our Partners:

The municipalities of Avondale, Chandler, Gilbert, Glendale, Goodyear, Mesa, Peoria, Phoenix, Scottsdale, and Tempe working together as the Arizona Municipal Water Users Association, the EPA WaterSense Program, University of Arizona, Water. Use it Wisely, SRP, Arizona Department of Water Resources, Bureau of Reclamation, Tucson Water, Liberty Water, Valley Forward, Arizona Road Racers and the City of Surprise.

Our in-kind contributors:

Einstein Brothers Bagels, Walmart of Peoria

Our Exhibitors:

Horizon Irrigation, Ewing Irrigation, Irrigation Association, Green Plumbers, SRP, Arizona American Water Company, Liberty Water, American



- Wall
- Info
- Photos
- Discussions
- Join the Chase!
- WHAT IS FIX A LEAK WEEK?
- Take the Pledge!

About

Fix A Leak Week encourages homeowners to find and fix leaks to save money a...

More

52
people like this

Likes [See All](#)

- EPA- Water Is Worth It
- Local First Arizona
- EPA WaterSense
- Desert Botanical Garden
- Earth911

- Create a Page
- Subscribe via SMS
- Subscribe via RSS
- Unlike
- Report Page
- Share

Fix A Leak Week

Non-Profit Organization



Wall **Fix A Leak Week** · Top Posts

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

Fix A Leak Week posted a video.

Apr 4, 2011 2:27pm
Length: 2:08

April 4 at 2:27pm · Like · Comment · Share

Fix A Leak Week posted a video.

Leaky Loo McFlapper Races to the Finish Line

Length: 0:19

April 4 at 2:23pm · Like · Comment · Share

Fix A Leak Week posted a video.

Mar 28, 2011 6:16pm
Length: 2:34

March 28 at 6:16pm · Like · Comment · Share

Fix A Leak Week posted a video.

Mar 28, 2011 6:09pm
Length: 1:13

You and Fix A Leak Week

3 friends like this.

Valley Forward Association, WaterSmart Innovations, Local First Arizona

Friends' Photos [Show More](#)

Tagged: Dennis Morris Online-Insurance

2 Likes · 1 Comment

Friends' Events [See All](#)

Back to Business Networking Event!
Wednesday, August 17, 5:00pm-7:00pm

RSVP: Yes · No · Maybe

Sponsored [Create an Ad](#)

North Valley Plastic Surgery

\$250 Brow Lift with Ulthera. One of the Top Providers of Ulthera in the Country. 480-304-5477 www.nvpsaz.com

Like · 1,913 people like this.

See your public record

search.mylife.com

Enter your name to see publicly available information about you. [CLICK HERE](#) to get started.

Class of 1988

Look Up profiles from your high school class now. Reconnect with friends from high school today.

1988

Today's Freebie!

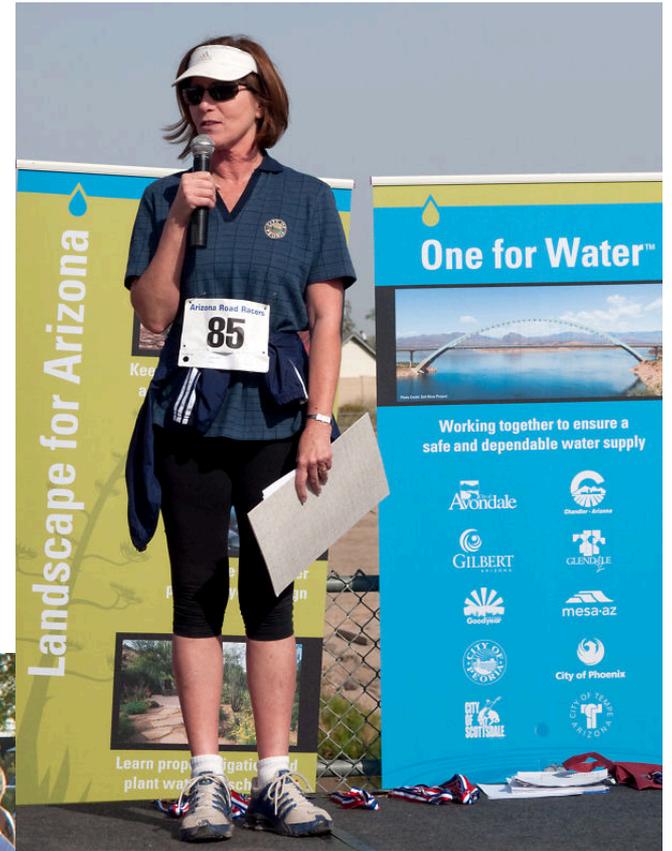
signup.womanfreebies.com















Blue Thumb Neighbors

Motivating Neighborhoods to Adopt Sustainable Behaviors Through CBSM

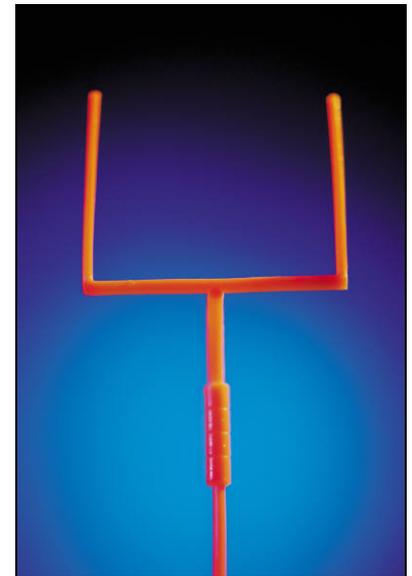
*Presented at the WSI 2011 Conference
October 7, 2011*





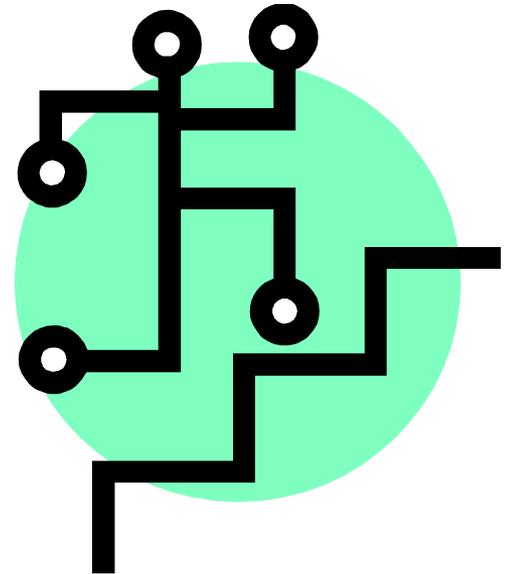
Goals and Objectives

- Help participants reduce water use by 20 percent
- Foster a positive attitude about water efficiency
- Create lasting behavior change
- Motivate participants to undertake at least two key water-efficient behaviors



Five-Step Process

- Select desired behaviors
- Determine barriers and benefits
- Develop a social marketing strategy
- Design and test a pilot project
- Evaluate results



1. Select Desired Behaviors

- Adjust watering schedule according to the season
- Reduce total watering times when runoff occurs
- Fix water-wasting problems within 48 hours
- Check irrigation system every month
- Use low-water use/native plants
- Replace or reduce lawn
- *Plus 10 secondary behaviors*



2. Determine Barriers and Benefits

Based on RWA survey and literature review:

Barriers:

- Cost
- Inertia
- Lack of education
- Social pressure to have a lush lawn

Benefits:

- Alleviate water shortage
- Cut waste
- Save money
- Protect local waterways
- Water is finite, precious

3. Social Marketing Strategy

- Message for participants: Design and create a beautiful landscape, that is water-efficient, too
- Pre-program survey: Why are you participating?
 - Learn landscape care practices (78.6%)
 - Improve or reduce watering (71.4%)
 - Have an improved lawn or garden (64.3%)
 - Use water more efficiently (64.3%)

3. Social Marketing Strategy

- Identify a cohesive neighborhood
- Work with well-respected neighborhood influencers
- Ask participants to sign a participation pledge
- Make that pledge public
- Action item commitment and timeline
- Comparative water use reports



4. Design and Test a Pilot Project

- Neighborhood selection
- Participant recruitment
- Education/intervention
- Follow up

Neighborhood Selection

- Seven neighborhoods nominated
- Nominations considered according to:
 - 13 criteria
 - Demographic similarities to Natural Yard Care Program
 - Water provider staff resources
- Interviewed influencers from three neighborhoods

Participant Recruitment

- Flyer in Cresthaven newsletter (distributed to 1,500)
- Presentation to Cresthaven neighborhood association
- 25 indicated interest
- 16 pledged to participate, including two townhome residents
- No door-to-door recruitment



In Partnership with the Cresthaven Neighborhood Association

Learn How to Create a Beautiful, Water-Efficient Landscape

Cresthaven has been selected for a unique pilot program designed to help residents create beautiful, water-efficient landscapes that benefit both the environment and each neighbor's pocketbook!

Every participating household will receive:

- Free at-home consultation from landscaping and irrigation experts*
- Free training at educational workshops
- Free educational literature
- Free consultation with landscape experts during the spring and summer

See reverse for more information

Learn more!
at the Cresthaven Neighborhood Association meeting on March 23, 7 p.m. at the Placer County Center, 100 Cirby Hills Way.

The pilot program is sponsored by the Regional Water Authority (RWA), representing 19 water providers in the Sacramento region, and the city of Roseville. It is funded in part by a Department of Water Resources 2008 Urban Drought Assistance Grant.
*Program is for educational purposes only; landscape experts will not try to sell services.

Education

At-Home Consultations on

- Efficient watering
- Landscape design



Education

Three workshops by landscape experts:

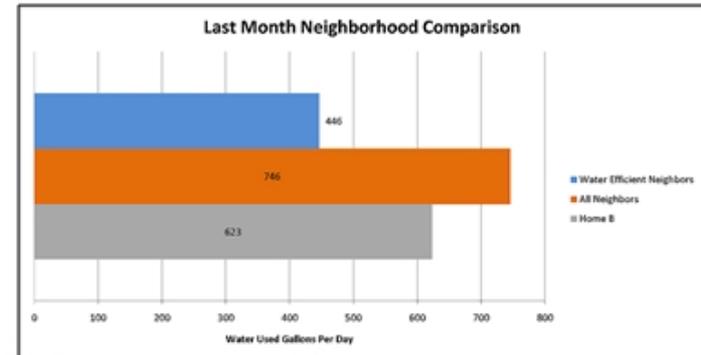
- “Sustainable Landscape Design”
- “Efficient Watering”
- “Right Plant, Right Place”



Education

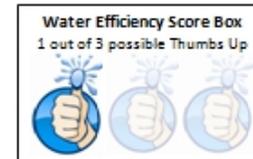
- Monthly Home Water Use Reports (comparative billing)

"Blue Thumb" Neighbor Program Home Water Use Report July 2010



Definitions:

- **Water Efficient Neighbors:** Average water use of nearby homes with similar square footage and lot size that are considered to be highly efficient.
- **All Neighbors:** Average water use of nearby homes with similar square footage and lot size.



Water Efficiency Tips

Is it Time for a Tune Up?

Remember to evaluate and adjust sprinkler heads and nozzles every month during the watering season to keep your irrigation system running efficiently.

- **Spray and Rotor Nozzles:** Check for clogging or blow outs; re-adjust the arc or radius if needed; and replace broken nozzles with the identical manufacturer and size.
- **Drip Systems:** Make sure the filter is clean; look for missing drippers, chewed or punctured tubing; and check for tube connections that may have blown apart.

Prepared by the Regional Water Authority (RWA) in partnership with the City of Roseville. For more information, contact Linda Higgins, RWA Water Efficiency Program Manager, at (916) 867-7625 or lhiggins@rwa2o.org.

5. Evaluate Results

- Pre- and post-program surveys (online or written)
- Phone interviews
- Track water use data (compare to historical use and test group)
- Interview City of Roseville staff

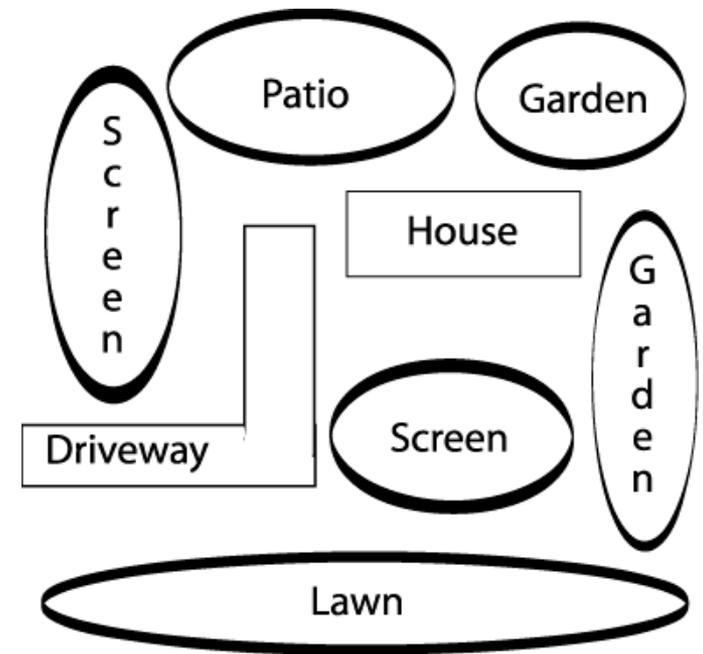
“How Often Do You...”

Positive movement for 17 of 18 behaviors tested

- Group plants by their water needs (7% to 73%)
- Check irrigation system every month (29% to 82%)
- Use low-water use plants in yard (7% to 60%)
- Choose plants suited to Sacto (43% to 82%)
- Use auto shut-off nozzle on hose (71% to 100%)
- Check soil moisture before watering (21% to 42%)

“What Have You Done So Far...”

- Improved irrigation
- Developed a landscape design plan
- Made landscape changes
- Petitioned HOA board to implement water-efficient landscaping ideas









“How Likely is it That You Will...”

- Change the design of your landscape (82%)
- Incorporate more low-water use plants (82%)
- Replace sprinklers with high efficiency ones (80%)
- Replace or reduce lawn (75%)
- Install rain shut-off valve (58%)
- Install a weather-based controller (50%)



MARKETPLACE
HOMES
CAREERS
VALUE VAULT
AUTOS
CLASSIFIEDS

Roseville

California



Subscriber Services

Search

GO

Stories
 Events

Photos
 All

Advanced Search



www.premierconcrete.org • 916-435-8200






Fair, 66° Complete Forecast

News
Sports
Opinion
Living
Obituaries
Pics & Vids
Calendar
Contact us
Local • Election • Staff Blogs • Education • Business • Politics • Motoring • Crime Logs

4/2/11 | 268 views

★★★★★ RATE THIS

'Blue Thumb' participants save water

17 Cresthaven families involved in innovative water-wise landscaping program

By Sena Christian, The Press Tribune



Photo by Philip Wood

Larry Bergeron says residents in his Cresthaven neighborhood of Roseville have started watering their lawns at night to prevent evaporation and save water.






The Smarter Way to Save!

Food to Fashion,

Tools to Toys!

Sometimes when people pass by one particular house in the Cresthaven neighborhood of Roseville, they stop and stare.

They see a dozen or so cactus, lavender and other drought-tolerant plants native to northern California. They see a newly planted crape myrtle tree. But mostly, they notice how there's no grass, only shredded bark.

The homeowners of this residence, Charlie and Jan Catlin, participated in their neighborhood's "Blue Thumb" program, sponsored by the Regional Water Authority, City of Roseville and California Department of Water Resources.

The Catlins are one of 17 Cresthaven families involved in this innovative water-wise landscaping program. Larry Bergeron, vice president of the Cresthaven Neighborhood Association, said the couple's front yard showcases the conservation and aesthetic benefits of eco-friendly landscaping.

"The grass was dead most of the time," Charlie Catlin said. "We hadn't taken good care of it. I didn't like taking care of it anyhow, to tell you the truth."

The Regional Water Authority, which represents 19 water providers in the region, launched Blue Thumb last year to promote landscape water efficiency throughout Placer and Sacramento counties.

More than 65 percent of a household's annual water consumption typically goes to landscape irrigation. Of that, 30 percent is lost due to over watering or evaporation.

In February 2010, the Regional Water Authority approached the Cresthaven Neighborhood Association to see if the group would help pilot Blue Thumb on a neighborhood scale.

Bergeron, who has lived in Roseville since 1986, said Cresthaven was chosen because the community is well

Welcome!

Log In Sign Up Learn More

myRoseville

Post your stories, blogs, photos, videos and events



Pix
Blogs
Vids
Stories
Users

South Placer County ...

The sixth Annual South Placer County National Day of Prayer Breakfast is Thursday, May 5 ...

William Jessup's ...

William Jessup University will hold its 13th annual Warrior Golf Classic on Friday, April ...

Seek and Find with ...

PLACER COUNTY, CA— Placer Nature Center continues its monthly Adventures in Nature ...

More Stories >



Do you enjoy helping others? Become a caregiver in your home today!

JOIN NOW!



City of Roseville Feedback

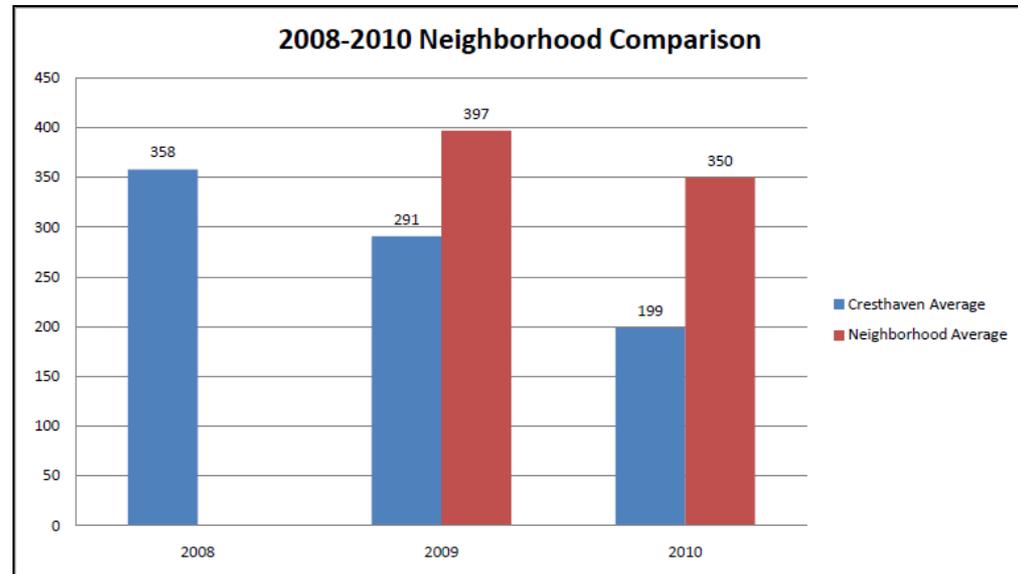
In total: 44 hours of staff time (five staff members)

- 16 hours admin/water conservation coordinator (two staff)
- 18 hours field work (two staff)
- 10 hours data management (one staff)



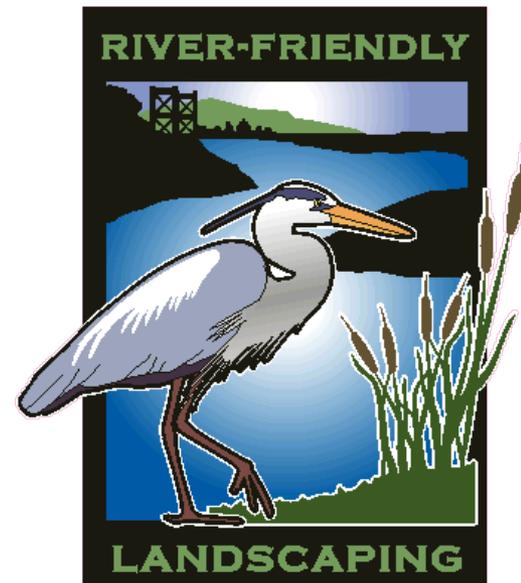
Water Use Analysis

- Participant water use compared to “test” neighborhood
- Most participants already consistently use less water than test neighborhood
- Irrigation season: Water use down six out of seven months compared to the previous year



Blue Thumb Neighbors Expansion

- In partnership with the River Friendly Landscaping Coalition (EPA climate showcase grant)
- Two new neighborhoods
- Larger/more participants



Thank You!

Linda Yager, Manager

Regional Water Efficiency Program

lyager@rwah2o.org

O: (916) 967-7625

Christine Kohn, Outreach Consultant

ckohn@INcommunications.biz

O: (916) 944-1631

C: (916) 548-8988





Community Based Social Marketing

Veronica Blette
EPA WaterSense



What is Community-Based Social Marketing?

A process that uses marketing principles and techniques to influence a target audience behavior that will benefit society, as well as the individual

OR

Influencing behaviors for good

- Focus on changing behaviors rather than selling products
- True social marketing requires measurable behavior-change outcomes
- Can apply to any type of program: consumer, business-to-business, government-to-business etc.

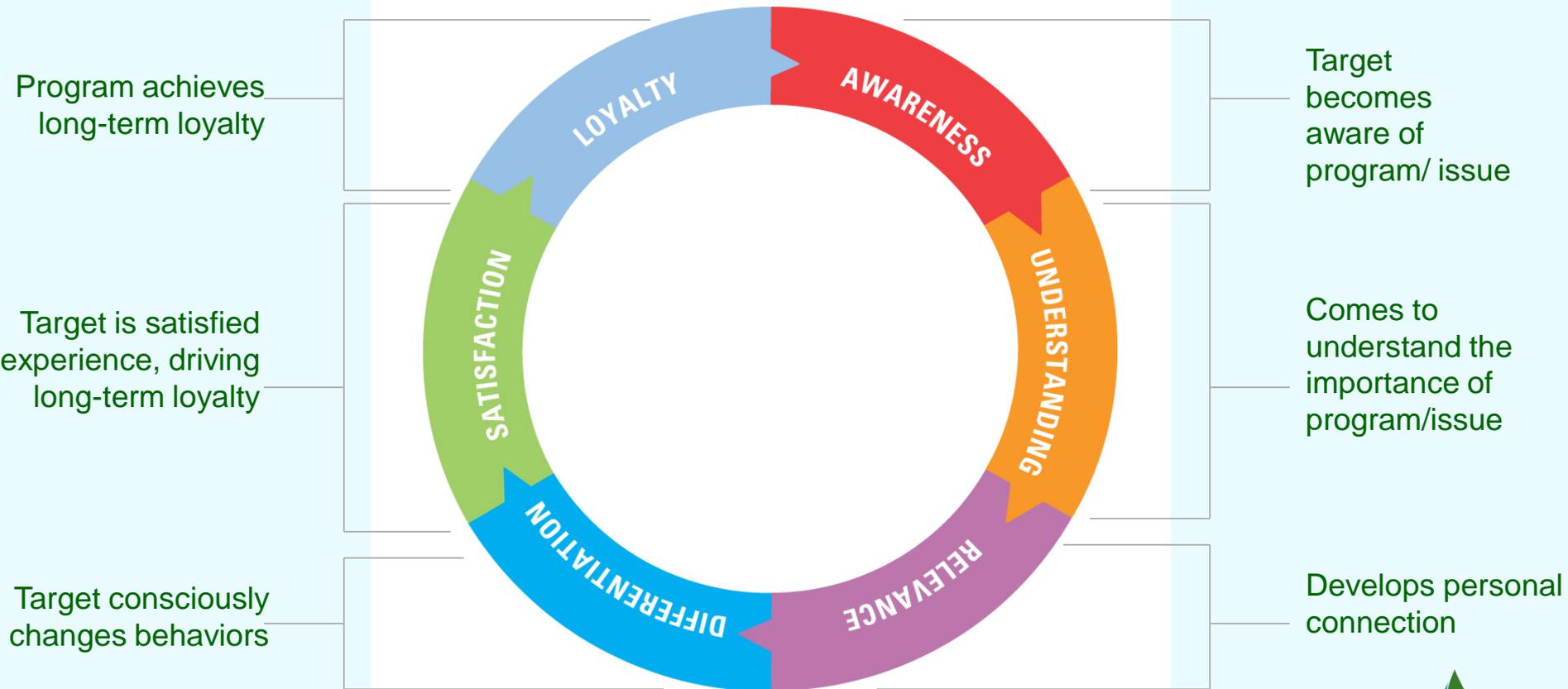


Social Marketing Planning Process

- Step #1: **What is Success?** Identifying goals and objectives
- Step #2: **Stop, Look and Listen** – Defining research needs
- Step #3: **The Who and the What** – Prioritize target audiences and identify the desired behavior change
- Step #4: **Why They Do What They Do** – Creating a detailed profile of the target audience
- Step #5: **What's the Hook?** Creating an effective message strategy
- Step #6: **Who Else Can Help?** Identify and enlist partners
- Step #7: **Chart the Right Path** – Developing a communications plan
- Step #8: **Are We There Yet?** Creating an evaluation plan



Behavior Change Continuum





WaterSense's We're for Water Campaign

- What do we want people to do?
 - Understand importance of water efficiency
 - Look for the label
 - Try water-efficient behavior
 - Do their part/be their best
 - Join their neighbors
 - See WaterSense as a trusted resource





[About Us](#) | [Products](#) | [Outdoor](#) | [New Homes](#) | [Commercial](#) | [Our Water](#) | [Partners](#)



WaterSense®

An EPA Partnership Program

[Product Search](#) | [Meet Our Partners](#) | [Contact Us](#) | [FAQ](#) | [Partner Login](#)

[WaterSense / We're for Water](#)

PLEDGE Are you for water?
Take the Pledge!

FOLLOW Read about
Flo's travels.

SHARE Facebook, Twitter,
email, and more!



We're for Water

Join us and thousands of your friends and neighbors in taking simple actions to save water.



Check. Twist. Replace.

That's all it takes to start saving water around the house. Whether you're replacing a plumbing fixture with a [WaterSense labeled one](#), or trying a new water-saving behavior, it's as easy as 1-2-3 to be for water. Everything you need is right here.

Make 2011 About Water

Take the I'm for Water pledge, and make a resolution this year to save this precious resource.

[Take the Pledge!](#)

Helpline: (866) WTR-SENS (987-7367) | [Contact Us](#) | [Office of Water](#)

WaterSense, U.S. Environmental Protection Agency, Office of Wastewater Management (4204M), 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20460





WaterSense®

An EPA Partnership Program

WaterSense / We're for Water / Pledge

PLEDGE Are you for water?
Take the Pledge!

FOLLOW Read about
Flo's travels.

SHARE Facebook, Twitter,
email, and more!



*Name:

Email:

*ZIP code:

Take the Pledge!

*Required fields

Note: EPA will not share your information with anyone, but if you include your e-mail you'll start receiving the WaterSense Current, a quarterly e-newsletter water saving news and tips.

It's as easy as 1-2-3 to be for water:

- 1 Check** toilets for silent leaks by putting a few drops of food coloring in the tank and seeing if the color appears in the bowl before you flush. Don't forget to check irrigation systems and spigots, too.
- 2 Twist** and tighten pipe connections. To save even more water without a noticeable difference in flow, twist in a WaterSense labeled faucet aerator or showerhead.
- 3 Replace** the fixture if necessary. Look for the WaterSense label when replacing plumbing fixtures, which signifies the product has been certified to save water and perform well.

**Be proud. Be strong.
Be a fixer of leaks.**

If you're for water like me, then you know that finding and fixing leaks at home can save thousands of gallons every year. It was easier than I thought to fix hidden leaks in the toilet, shower and backyard—the WaterSense website is full of water-saving tips to help eliminate all those drips and drops. So join me and thousands of our neighbors in the We're for Water campaign. Together we can stand up for water by making simple changes at home.

www.epa.gov/watersense





Social Marketing Planning Process

- Step #1: **What is Success?** Identifying goals and objectives
- Step #2: **Stop, Look and Listen** – Defining research needs
- Step #3: **The Who and the What** – Prioritize target audiences and identify the desired behavior change
- Step #4: **Why They Do What They Do** – Creating a detailed profile of the target audience
- Step #5: **What's the Hook?** Creating an effective message strategy
- Step #6: **Who Else Can Help?** Identify and enlist partners
- Step #7: **Chart the Right Path** – Developing a communications plan
- Step #8: **Are We There Yet?** Creating an evaluation plan



Today's Panelists

- Carol Ward-Morris: Arizona Municipal Water User's Association
- Kevin Tilden – California American Water
- Christine Kohn – IN Communications
- Linda Yager – Regional Water Authority (Citrus Height, CA)

Veronica's contact info: blette.veronica@epa.gov





AMERICAN WATER

Social Media & Water Conservation

Kevin Tilden
October 7, 2011



Who We Are

American Water is the largest publicly traded water and wastewater service provider in the United States.

- We serve a broad national footprint and a strong local presence
- We provide services to approximately 15 million people in more than 1,600 communities in more than 30 states and parts of Canada
- We employ more than 7,000 dedicated and active employees and support ongoing community support and corporate responsibility
- We treat and deliver more than one billion gallons of water daily

Social Media Presence

- **Corporate presence**
- **19 State subsidiaries with their own Facebook, Twitter, YouTube, etc.**

- **National Save Water Today Campaign/125th Anniversary**
- **Twitter/Facebook used for Hurricane Irene**
- **YouTube used to demonstrate need for system upgrades**

125th Anniversary – Save Water Today

- To commemorate 125th Anniversary in 2011, American Water embarked on a year-long, nationwide campaign to promote water efficiency and the importance of protecting water from source to tap.
- Part of our ongoing commitment to consumer education and environmental stewardship
- Cornerstone is Save Water Today, a series of public service announcements (PSAs) created in partnership with the EPA's WaterSense program and the Student Conservation Association (SCA).
- Launched in March, the campaign features celebrities to promote household water conservation to help consumers save water and money.

Save Water Today Website

SAVEWATERTODAY



ABOUT THE CAMPAIGN

By the year 2013, 36 U.S. states are expected to face serious water shortages. Save Water Today is a public service campaign from the Student Conservation Association and American Water, in partnership with EPA's WaterSense program.

Created by Emmy Award-winning writer and director Gilly Barnes, the videos feature celebrities sharing easy tips on how everyone can do their part to use water wisely and start making a difference in a matter of hours or days.

To learn even more about the Save Water Today campaign, please download our comprehensive [Media Kit](#).

WATER CONSERVATION TIPS

LAWN & GARDEN

HOME

TRAVEL

- Water your lawn only when it needs it. An easy way to tell if your lawn needs water is to simply walk across the grass. If you leave footprints, it's time to water.
- Water outdoors in the early morning. As much as 30 percent of water can be lost to evaporation by watering during midday.
- Use drip irrigation systems in gardens and landscaping instead of hose sprayers or sprinklers.

Simple changes can be made when working outside that can make a difference. For more tips, please visit the [American Water website](#).

SAVE WATER TODAY, MAKE A DIFFERENCE TOMORROW

Small changes made at home can make a big difference when it comes to conserving our natural resources and protecting our planet for future generations.

A leak the size of a pinhole in a home's water system can waste more than 4,000 gallons of water per month.

The amount of water leaked from U.S. homes could exceed more than 1 trillion gallons per year, according to the USEPA. That's equivalent to the annual water use of Los Angeles, Chicago and Miami combined.

If every American home installed water-efficient fixtures and appliances, each year we could save about 2 billion gallons of water and \$5 billion worth of energy.

Thank you to the celebrities who graciously donated their time to film these Public Service Announcements and to [The Visionaire](#) for providing the location. To learn more about The Visionaire and how it's making a difference, we invite you to download the [Case Study](#).

For more water smart tips, please visit:

© 2011 Save Water Today



The Campaign

- 4 PSAs

- **Rachel Dratch** (*Saturday Night Live*) catches Jenny in her bathrobe just in time to save her from running a dishwasher that isn't full – but not until after Rachel has scoured the home for other items to add to the washload.
- **Horatio Sanz** (*Saturday Night Live*) ambushes wet Brian, stopwatch in hand, to let him know that he's at 40 gallons and counting.
- National surfing champion **Lakey Peterson** drops in on an apartment full of her surfer-dude fans and makes her way to the lavatory to make water-saving adjustments to their tank.
- The unsuspecting Oliver family, quietly watching television, finds **Diane Neal** (*Law & Order: Special Victims Unit*) sharing their bowl of popcorn and lecturing them in legal fashion on the water they could be saving by replacing worn washers.



Results

Total Spots Aired March 1-July 16: 9,242
Estimated Total Value: \$192,215

85 stations in 24 key markets elected to air the PSAs as part of their public service obligation. Additional stations requested it.

Over 13,000 YouTube views to date

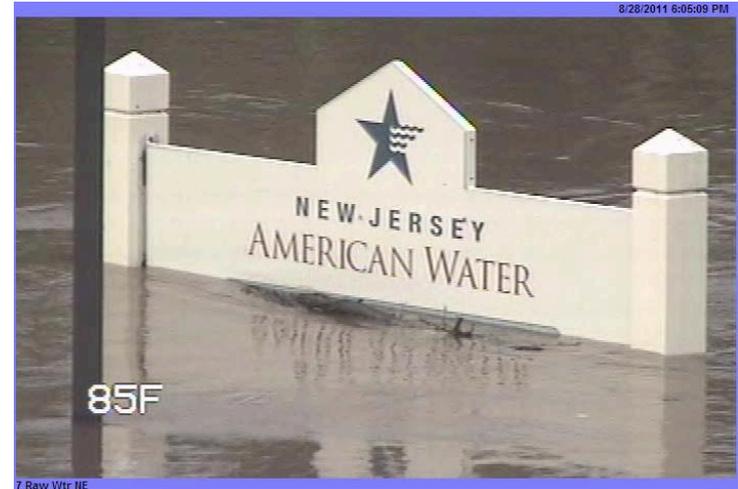
Markets:

- Cleveland, OH
- Columbus, OH
- New York, NY
- Philadelphia, PA
- Pittsburgh, PA
- Wilkes Barre, PA
- Harrisburg, PA
- Phoenix, AZ
- Monterey, CA
- Los Angeles, CA
- Sacramento, CA
- Chicago, IL
- Champaign, IL
- Davenport, IL
- St. Louis, MO
- Kansas City, MO
- Columbia, MO
- Lexington, KY
- Louisville, KY
- Charleston, SC
- Chattanooga, TN
- Indianapolis, IN
- Washington DC
- Seattle, WA

Social Media in Hurricane Irene

- **Welcome to Social Media**

- Facebook launched a month prior to the storm.
- “Likes” went from 700 to 1,900
- Post views leaped to 154,000
- Became primary means of communicating with customers



- **Lessons Learned**

- Monitor & respond quickly. (FB team must have authority)
- Conversational (“Hi”) rather than corporate tone.
- Pictures tell the story, and show you aren’t exaggerating.
- Let people rant. Your “friends” and “Likers” will shut the down (really.)
- During the crisis, you need multiple administrators posting and responding (we had five at one point.)
- Integrate effort with other media (press releases, Website, Twitter, etc.)

Sacramento Area Pump Station

PATCH.COM

Video: \$3.2 Million Pump Will Bring Sacramento Water to Rosemont
California American Water has begun construction of a new pump to service Rosemont.

By [Cody Kitaura](#)

September 27, 2011

Rosemont residents will soon be getting at least some of their water from a new source: the city of Sacramento. [California American Water](#), the provider that services Rosemont, has begun construction on a new pump to draw water from the city of Sacramento, which draws its water from the American River. The new pump is located near Reith Court, which connects Watt Avenue to Kiefer Boulevard.

Rosemont currently gets its water from groundwater sources, according to a [video](#) produced by California American Water. The new system will also allow the groundwater sources to rest and refill, giving time for contaminants found near Aerojet and Mather Air Force Base to filter out.



Questions?

Thank you!

Kevin Tilden
(619) 435 7402
Kevin.Tilden@amwater.com

Landscape Education in Spanish

Education = future

Target Audience

- Spanish speaking landscapers
- New workers in the green trade
- Students of all levels
- Day laborers?



Topics

- Efficient irrigation practices
- Electrical & mechanical troubleshooting
- Sustainable landscape design practices
- Regional water efficient plant selection
- Sustainable landscape management practices
- Low Impact Development (LID)
- Irrigation Auditing



Angles for Marketing and Outreach Advertisement Works

- Develop flyers
- Newsletters
- Place ads in local and other news/media type publications
- Team up with Latino Organizations
- Landscape companies
- Site maintenance crews
- Green gardening websites
- Community colleges - (ESL) classes
- Regional Occupational Programs (ROP)



Obstacles to Participation

- Contractors/company owners
 - Employee time away from work
 - Value to the company
- Comprehension levels
- Workers
 - Perception that water is an inexhaustible resource



Obstacles to Participation

- Water efficient landscaping measures concerns
- Hesitance to use new water efficient products
 - Expense of landscape
- How is this training going to benefit me???



Solutions

- FREE workshops
- Tailored workshops
- Go to their location!!!
 - City yards
 - Parks
 - Job sites



Tailgate Sessions!!!!

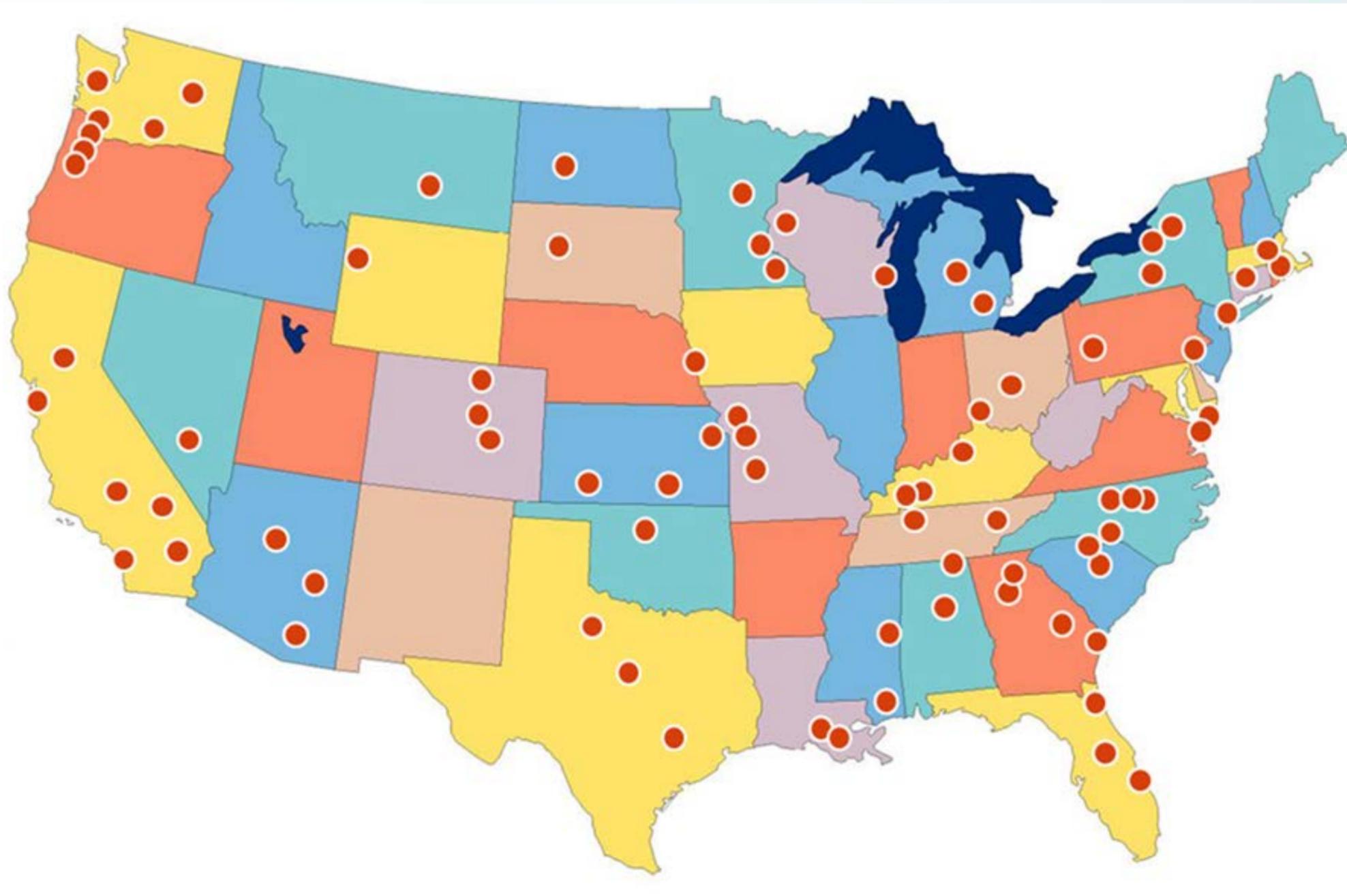
- Short
- Hands on
- Flexible for # of participants
- Eliminate classroom necessity



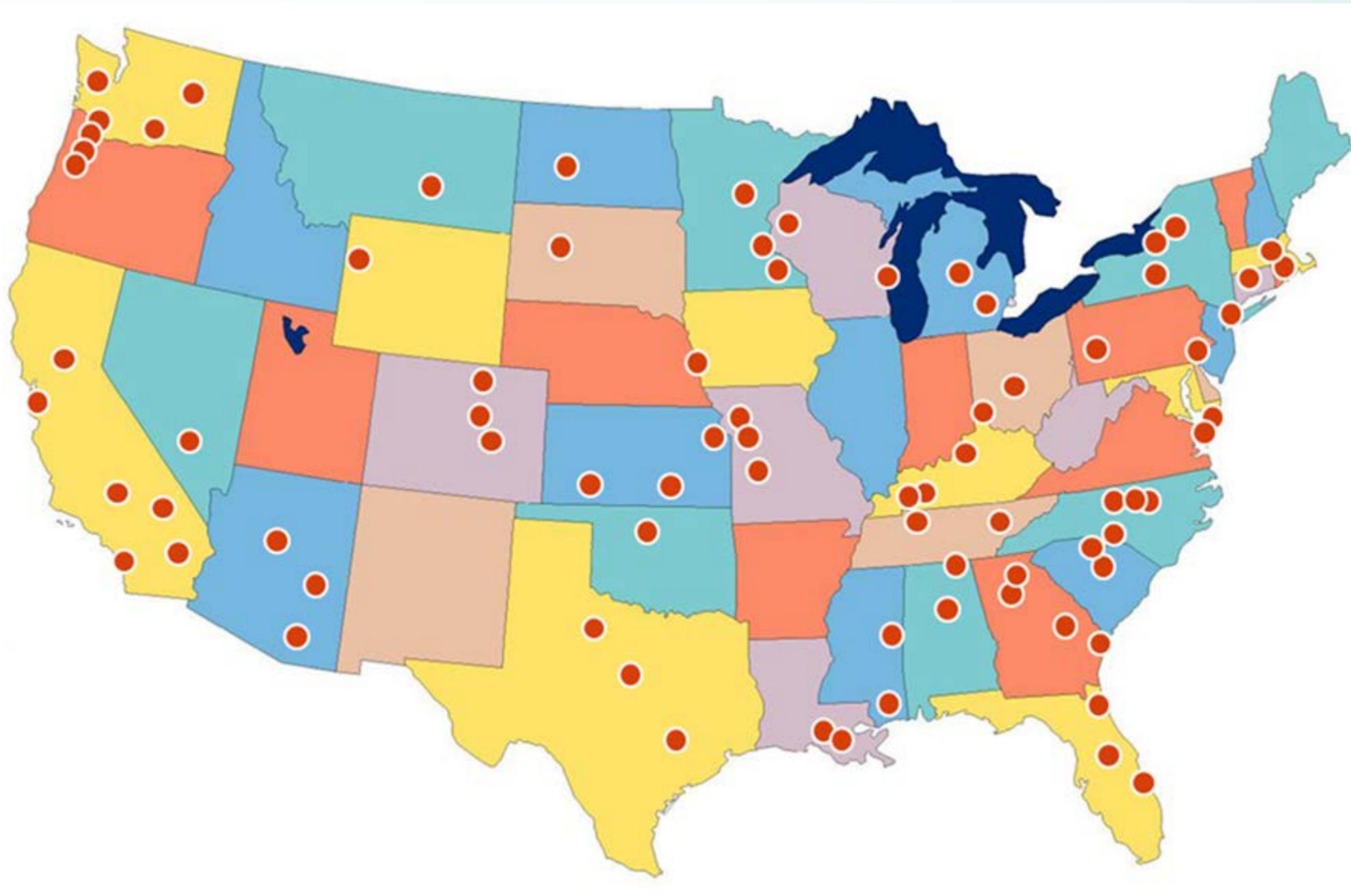


Landscape Contractors: The Key to Market Transformation

A Decade of Market Research



A Decade of Market Research



- Residential and commercial
- >50 focus groups
- >300 IDIs
- Numerous quantitative studies
 - Landscape contractors
 - Homeowners
 - Water purveyors
 - Manufacturers
 - Trade associations
 - Property managers
 - Facility managers
 - Distributors

Common Learnings

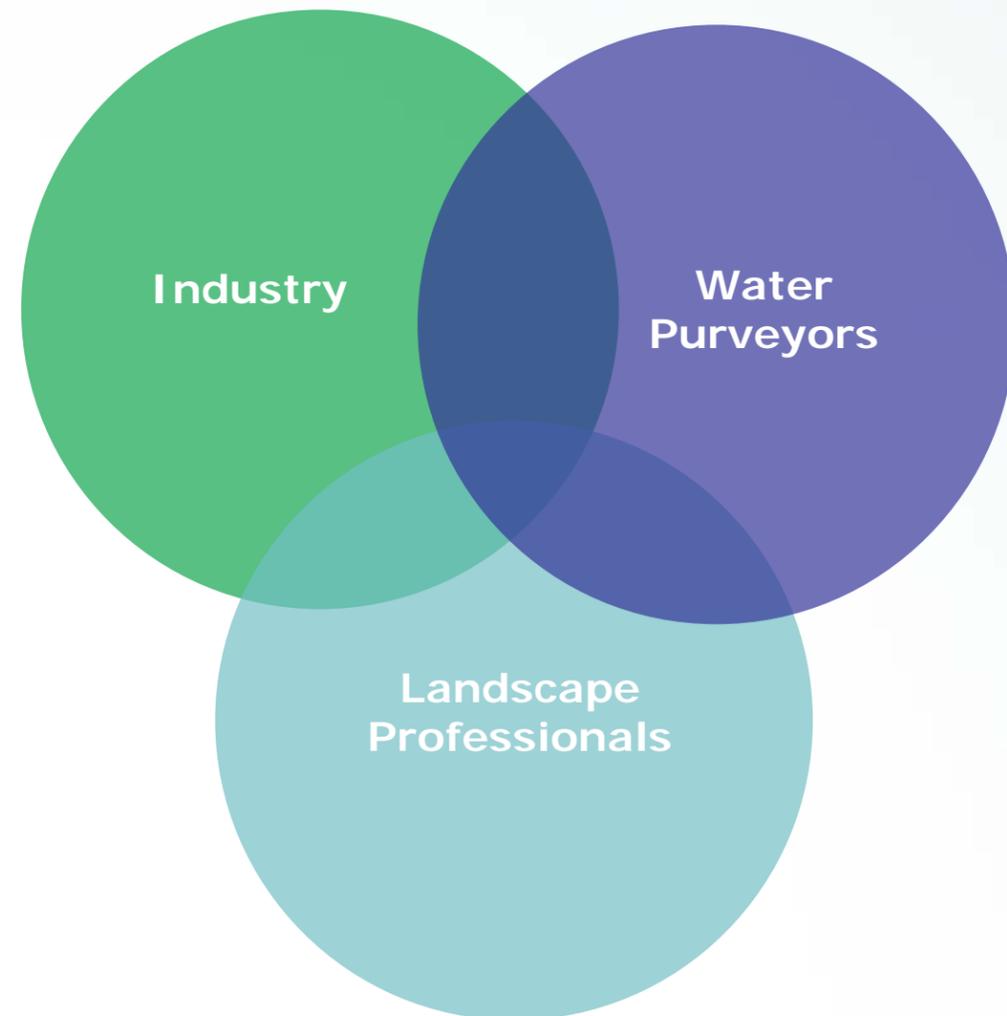
- Water conservation is important to most of your customers
- They “want to do the right thing”

but...

- Think they already are
- Have no idea how much water they use
- Are confident it is the right amount
- Often don't count outdoor irrigation as part of water use
- Place their trust in the landscape contractor

What Is Missing?

The “Win-Win-Win” Partnership



What is Holding Them Back?

Landscape Contractors sell on price not value

- This is what they know how to do
- They are resistant to change
- Their business is a constant struggle to survive
 - Drought
 - State and local water regulations
 - Economy – bad
 - Competition – tough
 - Margins – thin
 - Customer's mood – pessimistic

Landscape Contractors must learn to sell on value not price

Consultative Selling

A professional and structured sales process

- Casts the contractor as the customer's partner, not pest
- Values listening over "pitching"
- Fully understands the customer's needs
- Measures success not by the size of the sale - but by the improvement in helping customers meet their goals
- Builds loyal relationships and referrals

The Consultative Sales Process

Enables contractors to

- **Use “intelligent” questions** to open and sustain a conversation so he can fully understand the homeowner’s needs
- **Actively listen** to the customer (homeowner, property manager, HOA, facility manager)
- **Help buyers** discover and understand the reasons/causes that keep them from reaching their goals
- **Help create a vision** of a solution, based on value, as to how this will help them achieve their needs

Motivation: Does It Work?

Q. I found the consultative sales training I received to be valuable.

R. Average Score = 4.27 out of 5; Sum of Agree + Strongly Agree = 90%

Q. I feel more motivated and better prepared to sell water efficiency to my customers and prospects.

R. Average Score = 4.23 out of 5; Sum of Agree + Strongly Agree = 93%

Q. I plan to try to sell water efficiency to my customers and prospects.

R. Average Score = 4.37 out of 5; Sum of Agree + Strongly Agree = 93%

But it's only part - though an important part – of a successful water conservation market transformation.

Consultative Selling Works

Landscape Contractors

1. Want to learn how they can grow their businesses
2. Appreciate effort made to help them be more successful
3. Once shown a path to success, fully embrace the opportunity
4. Won't do it on their own without help
5. Is only part of the water conservation solution





Thank You

Rick Sabbag, President

PO Box 2640

Mill Valley, CA 94942

P 415.383.4949

F 415.380.8525

E rick@flycatchermarketing.com