

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Water Use Smackdown:

## Social Pressures and Tricky Statistics



Water Smart Innovations

October 4, 2012

Drew Beckwith, Water Policy Manager

[dbeckwith@westernresources.org](mailto:dbeckwith@westernresources.org)

(720) 763-3726



**WESTERN RESOURCE**  
ADVOCATES

# Why Save Water?



SAVE MONEY

RIGHT THING TO DO

WAY I WAS RAISED

NEIGHBOR MADE FUN



# Social Norming

## *Savage Chickens*

by Doug Savage



[www.savagechickens.com](http://www.savagechickens.com)



# Research Says...

- help save the environment
- help save resources for future generations
- partner with us to save the environment

37%

- the majority of hotel guests reuse towels when asked

50%



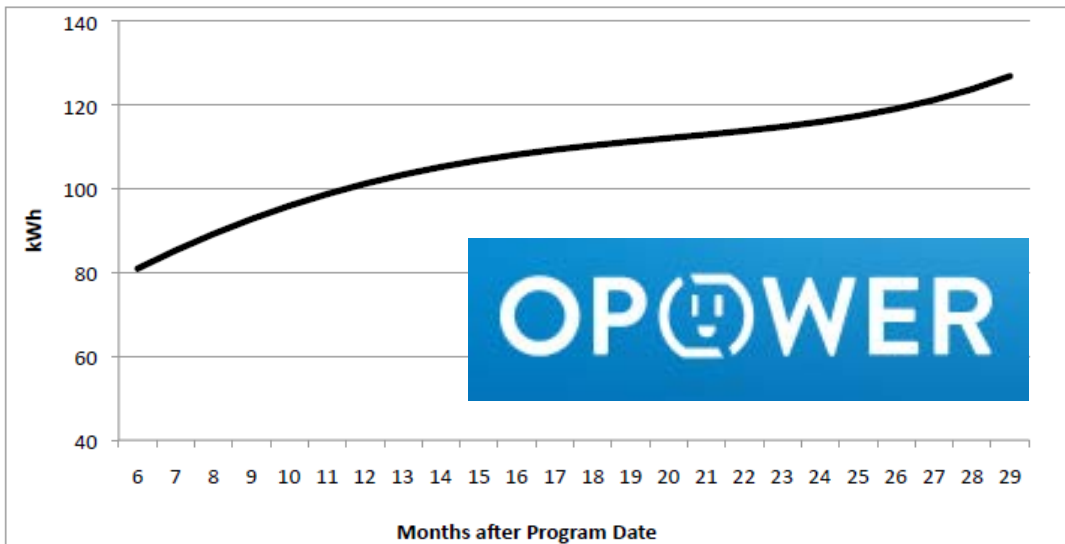
# Specific to Water

- tech advice on how to reduce use 0%
- tech advice + social preferences (not permanent) 2.7%
- tech advice + social + comparison (and permanent) 4.8%



# Service Providers

Figure E2. Trend in annual program savings, LC households, program months 6-29 (September 2009-August 2010).



[www.opower.com](http://www.opower.com)



## Your WaterScore

Hi, Henry! Thanks for paying attention to your home water use.



**Take Action**

**You** 26,928 gal

**City Average** 12,716 gal

**Efficient Neighbors** 9,724 gal

*Gallons of water used in the last two months*



**You used 14,212 more gallons than the average 4-person home, on a similar-sized property, in the City of WaterSmart.**

Want to change the number of occupants we estimated for your household? Go online or give us a call.

[www.watersmartsoftware.com](http://www.watersmartsoftware.com)



# Smackdown Rules

- Lowest average per capita water use wins
- No excuses for new lawns, extra diapers, or water-hogging visitors
- Winner gets fame and glory (and free pizza)





# Smackdown Spreadsheet

	A	B	C	D	E	F	G	H	I	J
1	Water Use Smackdown 2012									
2										
3	Boulder Cnty Assessor: <a href="http://maps.bouldercounty.org/boco/emapping/">http://maps.bouldercounty.org/boco/emapping/</a>									
4	Month	Use (Kgal)	GPCD	Outdoor Use (gal/ft2)						
5	Bungalow Beckwith			TOTAL USE	46	KGAL				
6	Jan	2	22	-						
7	Feb	2	24	-	pph	3.0				
8	Mar	4	43	-	Lot Size (ft2)	11800				
9	Apr	4	44	0.2	Landscaped (ft2)	7800				
10	May	11	118	1.1						
11	Jun	7	78	0.6						
12	Jul	10	108	0.9	Average GPCD	63				
13	Aug	6	65	0.4	Indoor GPCD	29				
14	Sep		-	(0.3)						
15										
16	Tudor de Tellinghuisen			TOTAL USE	23	KGAL				
17	Jan	2	32	-						
18	Feb	1	18	-	pph	2.0				
19	Mar	2	32	-	Lot Size (ft2)	7500				
20	Apr	2	33	0.1	Landscaped (ft2)	5500				
21	May	3	48	0.2						
22	Jun	8	133	1.2						
23	Jul	5	81	0.6	Average GPCD	54				
24	Aug		-	(0.3)	Indoor GPCD	27				
25	Sep		-	(0.3)						
26										

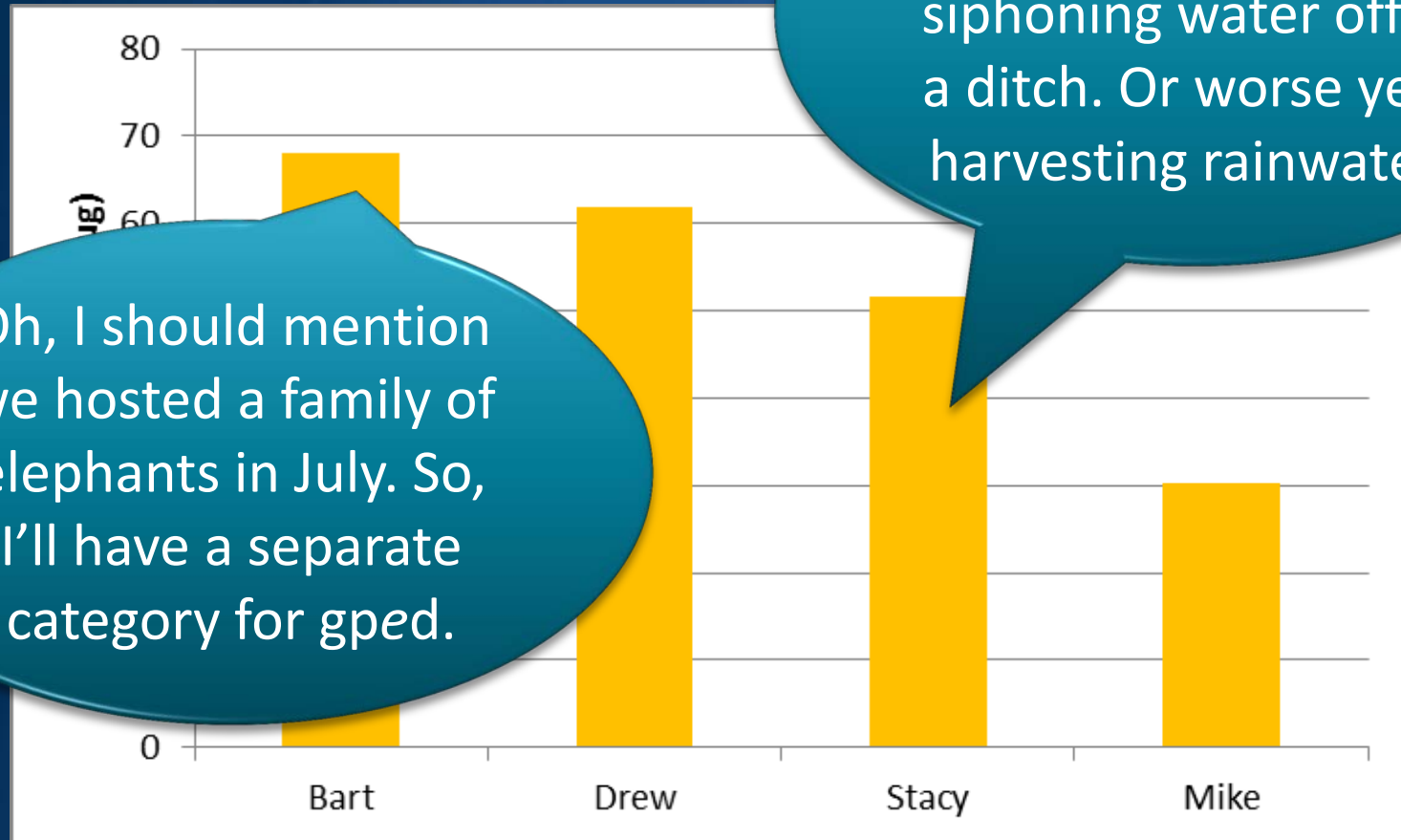


# Smacktalk

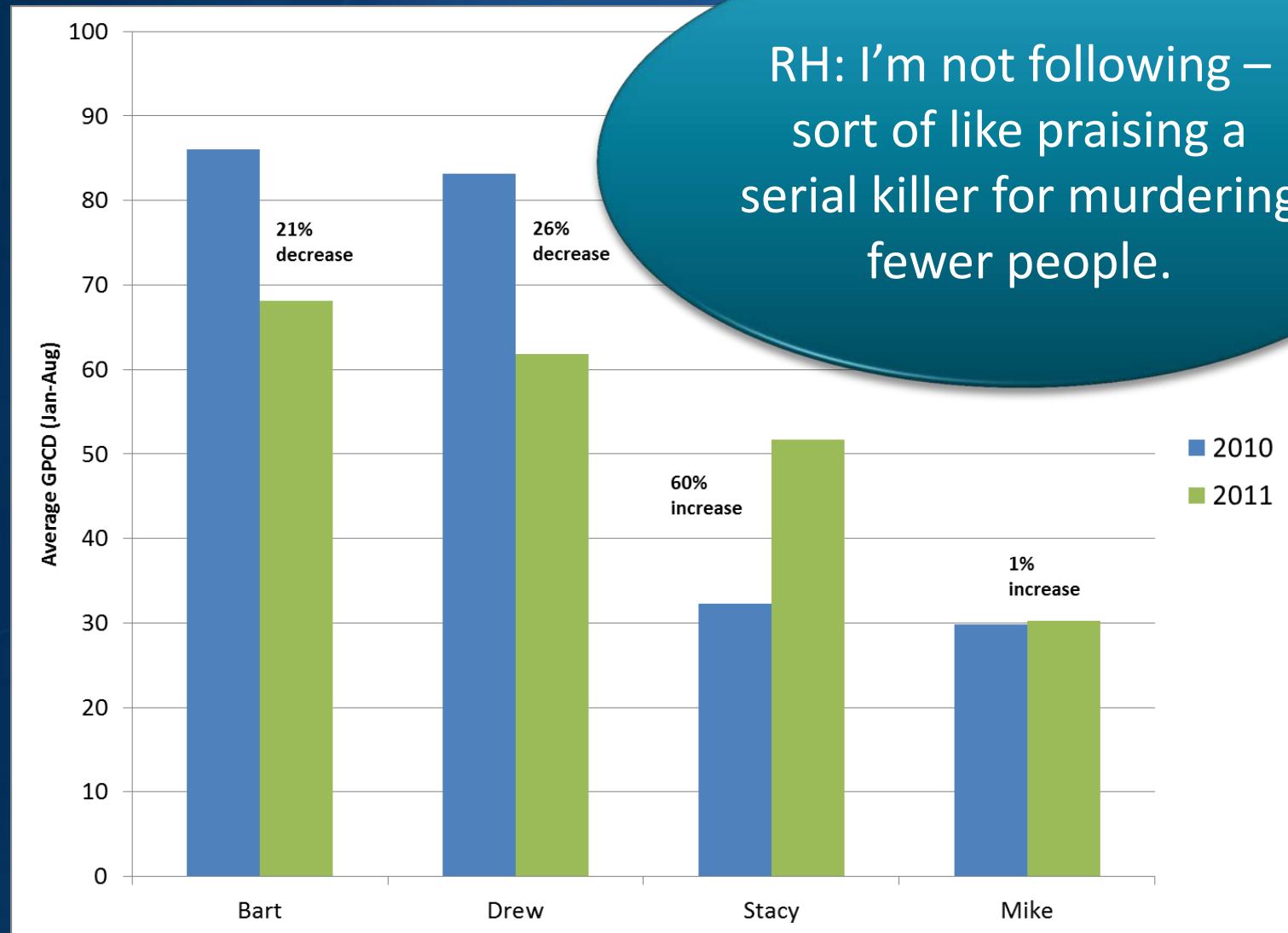
- ST: Are you counting your tiny little child as a per capita?
- DA: Until the little ones are using the bath/toilet, they're 0.5 at most!
- MC: To be fair, the little ones do require a staggering amount of additional laundry and dishwashing, and bring in a disproportionate number of transient visitors.
- DA: Cry me a river...my wife teaches your kids. Talk about needing to do laundry. But you don't hear me making excuses...



# Data and Discussion?



# Data and Discussion? (2)



RH: I'm not following – sort of like praising a serial killer for murdering fewer people.



# 2012 & Counting

I should get a “but  
it’s a dry heat”  
adjustment!

Are you irrigating  
your saguaros with  
conventional spray  
or rotonozzles?



I know I have no leg to stand  
on in this contest - that’s why  
my strategy is scorched earth  
in the ‘smackdown’ portion.

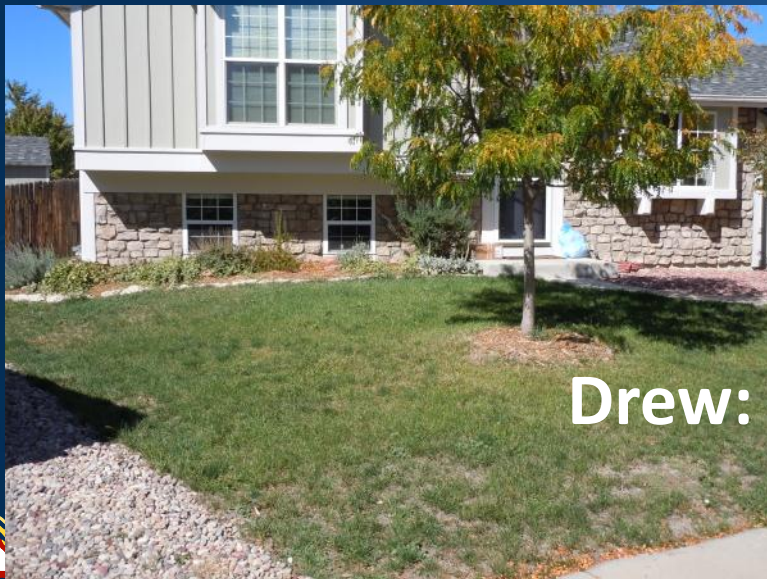




# Actual Landscapes



Jorge: 44 gpcd



Drew: 64 gpcd



# Awards



Along with the Saguaro Award (that looks like coprolite, which is somehow fitting), the winner should wear this for a day...



Coprolite = petrified poop



# Questions & Comments

Drew Beckwith  
dbeckwith@westernresources.org  
(720) 763-3726

