

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com

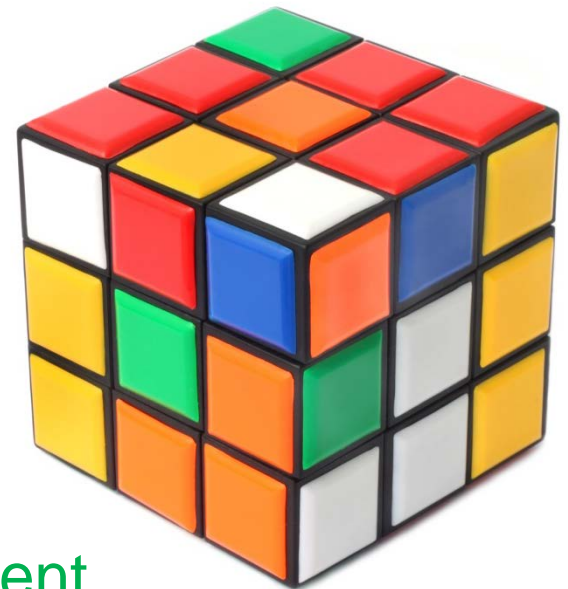


The 1980's Called and They Want Their Leak Detection Publication Back!



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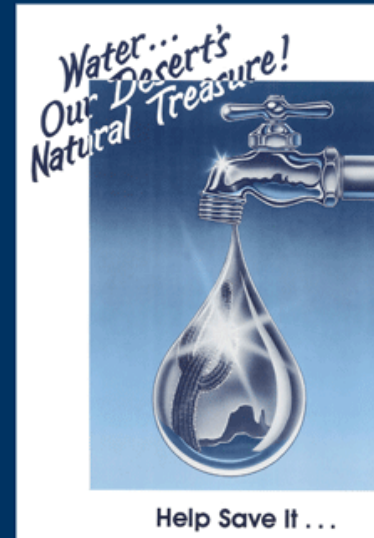
THE A TEAM

ARIZONA MUNICIPAL WATER USERS ASSOCIATION



1982

AMWUA
ESTABLISHES
REGIONAL
CONSERVATION
PROGRAM



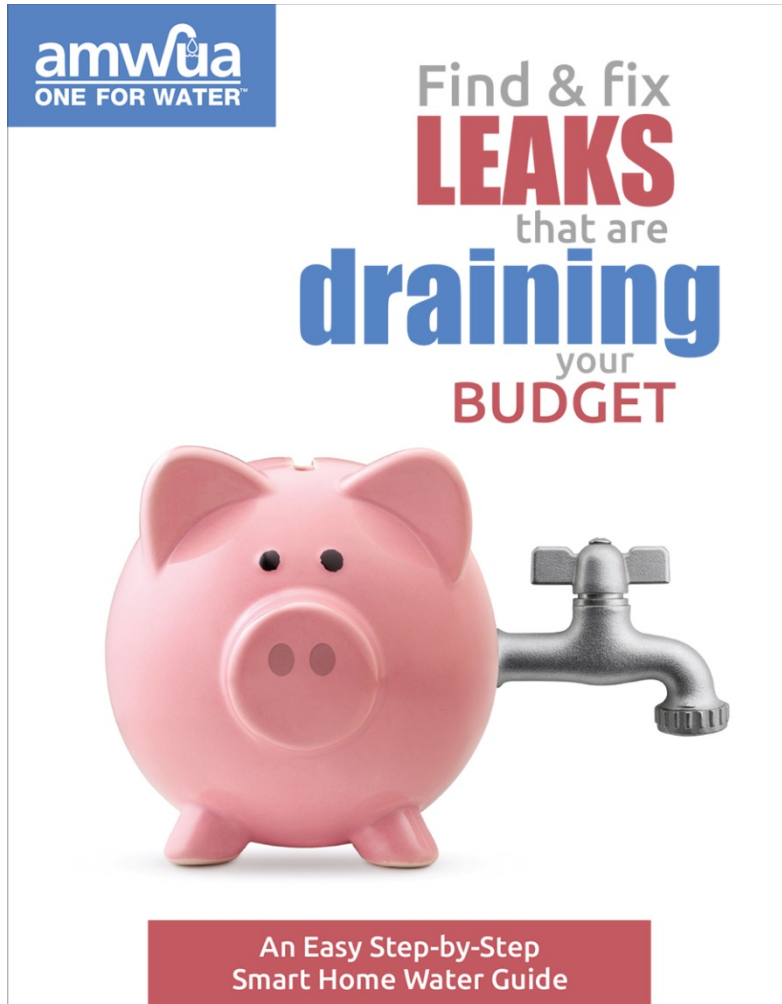
Blast from the Past

The Complete Guide to Home Water Management

A Guide To Investigating Leaks In Your Home

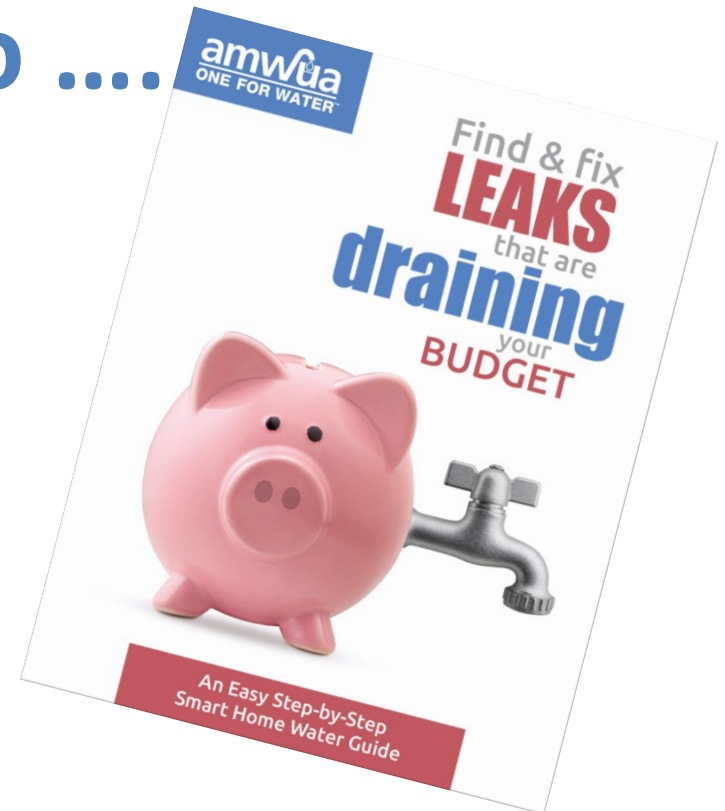


Digital Days, Here to Stay



Turn On Your Smart Phones –
www.amwua.org/flipbook

Or, Grab a Hard Copy
and Go to



Foreword

“Saving water is something that we can all do, but sometimes it’s hard to know where to get started. We are excited about this new guide from AMWUA that shows how Arizona residents can take simple steps to find and fix those small leaks that add up to big losses. Less water wasted means more water for your community.”

-Veronica Blette, EPA WaterSense Program

Choose Your Own Adventure

01

How to Read Your Water Meter

02

Outdoor Visual Leak Inspection

03

Indoor Visual Leak Inspection

04

Isolation Method for Continuous Leaks

05

Water Efficiency Around the Home

06

Glossary and Resources

Companion Piece

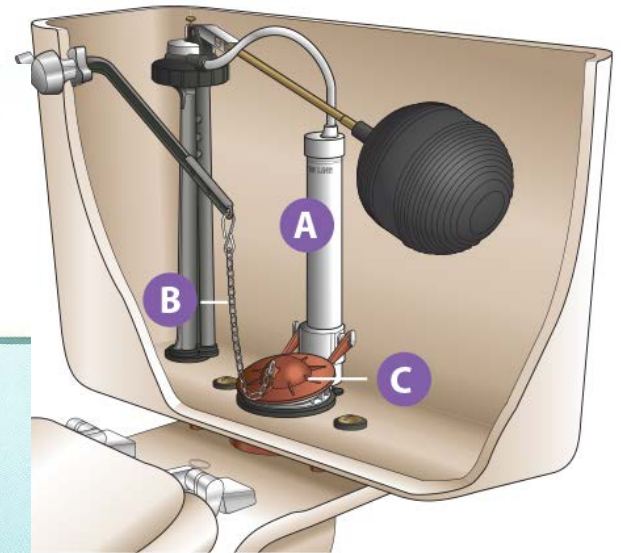
A leaking toilet can waste over 6,000 gallons per month. That equates to as much as 72,000 gallons of water per year! A few quick and easy steps can save you water and money.

PERFORM A DYE TEST

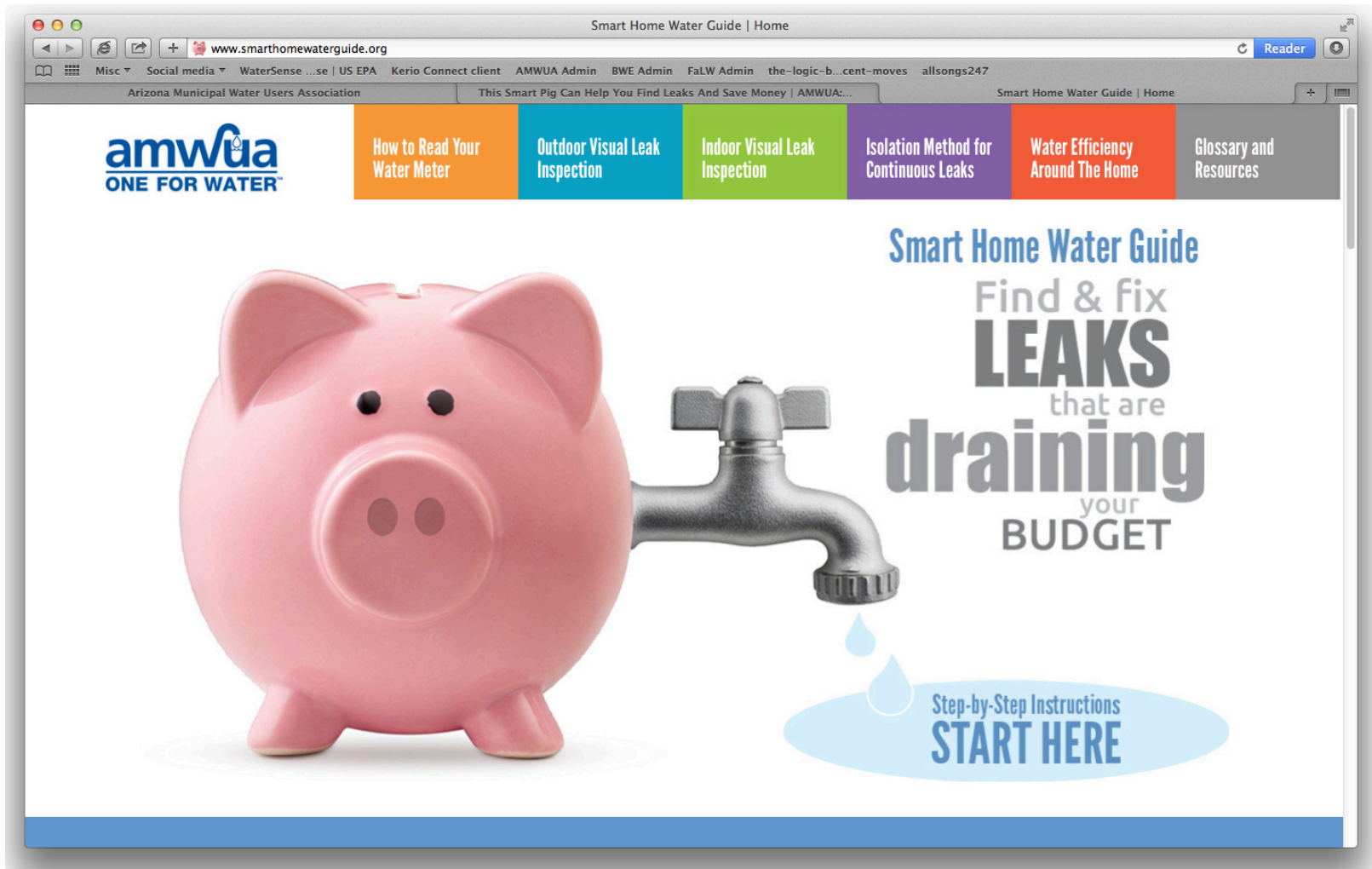


Flushing
MONEY down
the toilet?

Toilet leaks can be costly, but they're easy to fix.



Website



www.smarthomewaterguide.com

Our Timeline:

From Concept to Completed

2011 – polled AMWUA member cities to assess need for new Guide

2012 – formed workgroup, reviewed literature, conducted research, developed RFP for contractor

2013 – wrote drafts, hired contractor, developed photographs & illustrations

2014 – peer reviewed, printed guide 1.0, made edits, printed guide 2.0, developed responsive website, translated to Spanish, developed marketing materials

Trials, Tribulations, & Triumphs

Best Approach to Detecting Leaks

Choosing a Voice

Selecting Terminology

Deciding on Photographs & Illustrations

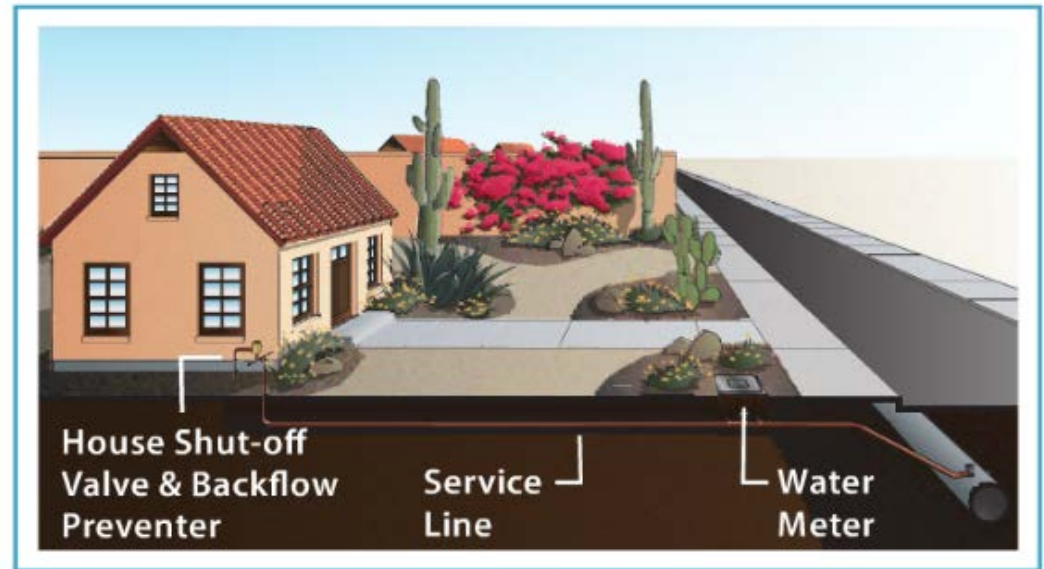
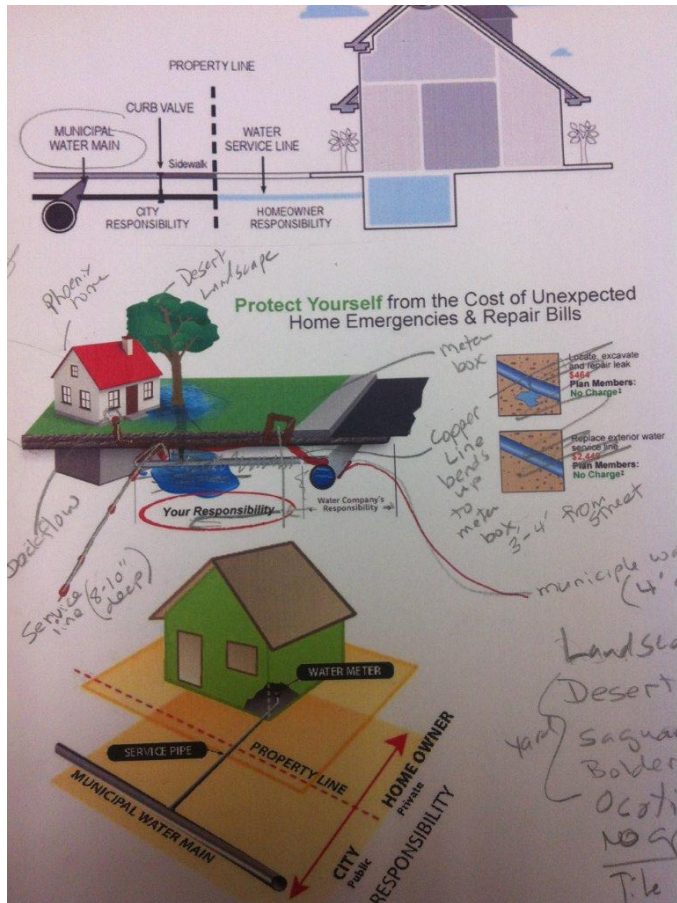
Editing & Peer Review

Keeping to the Timeline

Communicating with Key Players



The Evolution of a Service Line Illustration



Kick-Off

Fix A Leak Week One for Water 4-Miler
March 22, 2014



Marketing



AMWUA @AMWUA · Oct 2
Visit the [#smartpig](https://bit.ly/1yxjyzv) for a quick lesson about finding & fixing plumbing leaks:
bit.ly/1yxjyzv



View more photos and videos



Working together, the ten members of the Arizona Municipal Water Users Association
are One for Water.™

AMWUA Smart Pig Contest

- Grab a Smart Pig.
- Shoot a photo of your Smart Pig in a situation where a water leak might be found. (Need ideas? Visit www.smarthomewaterguide.org.)
- Snap a pic. of your Smart Pig with an actual leak, and score additional points and glory.
- Post your photo to Twitter or Instagram with the hashtags **#SmartPig** and **#WSI2014** to enter.

One 1st place winner will receive a \$50 Visa gift card.

Two 2nd place winners will receive a \$20 iTunes gift card.



AMWUA Smart Pig Contest

Contest Rules

- Entries will be accepted between 8am PDT Oct. 7 to 5pm PDT Oct. 10.
- Winners will be selected by AMWUA's discerning staff.
- Winners will be announced via the AMWUA Facebook page and the @AMWUA Twitter feed. Winners will be contacted directly by 5pm PDT on Oct. 17.
- *Have fun with it!*

ARIZONA MUNICIPAL WATER USERS ASSOCIATION



What a Deal!

\$4,500 per member, included:

- Design, graphics, layout
- Initial printing
- Web development
- Promotional materials
- Spanish-language translation

What's Next?

Finalize and print Spanish-language version

Website analytics

More promotion!



Lessons Learned

Pigs are Popular

Partnerships

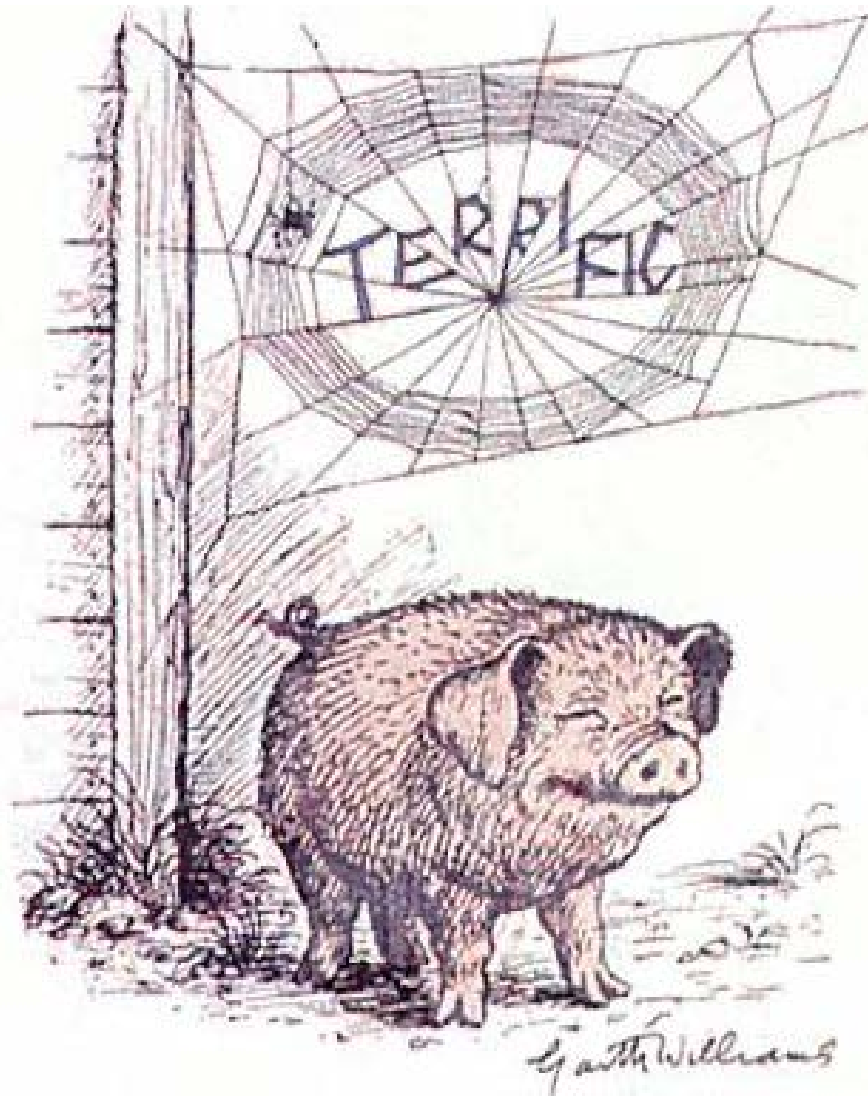
Peer Review

Patience

Promote



Testimonials



Members & Partners

ARIZONA MUNICIPAL WATER USERS ASSOCIATION

amwua
ONE FOR WATER™

Members



Partners



Questions?

We're Old School, So Give a Call

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