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

AMWUA
ONE FOR WATER™

1982
AMWUA ESTATLISHES REGIONAL CONSERVATION PROGRAM

Help Save It...
Blast from the Past
Digital Days, Here to Stay

Find & fix LEAKS that are draining your BUDGET

An Easy Step-by-Step Smart Home Water Guide
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

Want to catch a thief in the act?

STOP LEAKS before they drain your budget.

Find & fix LEAKS that are draining your BUDGET

An Easy Step-by-Step Smart Home Water Guide

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.smarthomewatertguide.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.
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!
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
Questions?
We’re Old School, So Give a Call

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