This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Communicating Water-Energy Nexus in Public Outreach Programs

Jo Miller
Environmental Program Manager
Conservation and Sustainable Living
City of Glendale, Arizona
jmiller@glendaleaz.com
Background

- Largest W. Valley city @ 240,000 population
- 1986 Established Water Conservation Office
- 1996 4-acre Xeriscape Garden established
- 2010 Obtained two federal grants
- 2010 Transitioned from WC Office to Conservation and Sustainable Living (CSL)
- 2011 Awarded Valley Forward 1st place Crescordia in Environmental Excellence in Public Education

Sustain community interest / action
Community-based Program Development

Assessing Barriers and Benefits

- Focus groups
- Pre and post tests
- Surveys
- Take home water (energy) audits
- Incentives
Funding

- **Grants**
  - DOE -EECBG
  - BOR (2)
- **Partnerships**
  - SRP / APS energy providers
  - Shade Tree Programs
  - Event sponsors
  - Volunteers
  - Teacher kit donations
- **CSL budget**

Devices funded by the Energy Efficiency & Conservation Block Grant (EECBG) Program
Water Watchers Discovery Stations
Focus Groups – DOE grant

Teachers

- Provide materials / resupply
- STEM – based lessons
- Make examples locally relevant
- Help them with the technical presentations
Teacher Training
Teacher’s Fair
Watt Watchers Discovery Stations
Watt Watchers Discovery Station
Focus groups - homeowners

• Go where they are
• Educate youth
• Make installation easy
• Connect water/energy with $1,000 gallons water for showers
  Cost of water is < $3
  Cost to heat water $20
Resources for homeowners

- Energy web page
- “How to” installation videos
- Efficiency rebates
- Solar rebates
- Kill-a-watts
- “Ask the Pro” events
DIY homeowners
“give me something I can do”
Simple Savings Classes
Consejos Para Su Lavadora

- Utilice la configuración de agua fría para lavar la ropa – esto le puede ahorrar hasta $63 al año.
- Lave solamente cuando tenga una carga completa.
- Limpie el filtro de pelusa de su secadora después de cada uso.
- Actualizar a una lavadora y secadora de alta eficiencia (He).
Neighborhood HOA event
Our Valley’s Water Story:
From Watershed to Showerhead

March 29 • 9 a.m.—noon
Glendale Main Library
5959 W. Brown St.
Glendale, AZ 85302

FREE!

Get to know your Arizona water:

♦ Learn about our water supply, drought and water conservation.

♦ Get water conservation tips for your home.

♦ Receive a FREE low-water-use red yucca plant.

♦ Receive FREE energy- and water-saving devices.*

*Attendees will receive a high-efficiency showerhead, a four-pack of CFLs and a programmable thermostat funded by the Energy Efficiency and Conservation Block Grant Program.

This program is brought to you by:

[Logos and text for Glendale Water Services]
Solar Day
Ask the Experts
Signage, videos & web page

Run the Water Deep and Wide

Water the entire root zone
- Water until the water reaches 2 to 3 feet deep
- Push a soil probe into the ground after you water to help you determine how deeply you're watering

- Water your tree at the dripline or edge of the tree's canopy where rainwater naturally sheds

Learn more about watering your trees at www.glendaleaz.com/trees
I can’t wait to read about desert tees!
Garden Festival
Green Festival

Glendale Green Festival
Saturday, March 31, 2012
Glendale Main Library & Xeriscape Demonstration Garden (5959 W. Brown Street • Glendale, AZ)
Noon to 4:00 p.m.

Free Gardening Classes:
In AUDITORIUM
- Composting 12:30 to 1:30 pm
- Vegetable Gardening 1:30 to 2:30 pm
- Growing Herbs 2:30 to 3:30 pm

Free Energy Devices:
- Pick up YOUR FREE Programmable Thermostat
- 4-pack of CFL
- High-efficiency Showerhead
- Free devices for the first 50 Glendale residents

GREEN ZONE
Don’t miss the GREEN ZONE
Over 20 green businesses
Water Conservation
Energy Efficiency
Recycling
Gardening
Alternative Transportation
Green-Living Insights

Presented by:
City of Glendale Conservation & Sustainable Living Program and partners

I see GREEN people!
More than 3,000 residents, students, and their families received the following efficiency devices:

10,000 Compact Fluorescent Lights
Reducing annual pollutants by the equivalent of:
• Emissions from 664 vehicles
• CO₂ emissions from 477 homes

2,500 Programmable Thermostats
Reducing annual pollutants by the equivalent of:
• Emissions from 1,799 vehicles
• CO₂ emissions from 1,293 homes

2,500 High Efficiency Showerheads
Saving energy and water, the annual equivalent of:
• 63 million gallons of water
• Heating 230 homes
Save money on home energy costs.

It pays to make your home more energy efficient. APS offers many rebates to upgrade or repair common problem areas in your home.

- Save up to 50% on solar panels
- Rebates up to $250 to seal leaky ductwork
- Rebates up to $250 to improve your insulation
- Rebates up to $80 with an efficient pool pump
- Rebates up to $525 on solar water heaters
- Rebates up to $200 on efficient pool products
- Save up to 80% on solar pool heaters
- Rebate of $30 to turn your old pad

Save over 75% by switching to CFLs

Special financing is available on select repairs and upgrades. For more information on how to apply for these rebates and other energy-saving tips, visit aps.com/greenchoice
A few of our many free publications that will assist you with your water-efficient landscape:

**Design a Landscape**
Use these ideas and instructions to create a beautiful landscape that will thrive in the Arizona Desert.

**Choose the Right Plants**
Select the best plants from our Sonoran Desert region to create an attractive, water-efficient landscape.

**Keep Your**

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[Image of publications]
Keys to Success

• Determine barriers and benefits
• Start small and build on your success
• Seek out grants and alternative funding sources
• Find strength in numbers
  • Find partners with benefits (resources)
  • Multiply your efforts with volunteers
• Share your success stories
  • If you don’t, who will?
Be ready to harvest!