


This presentation premiered at WaterSmart Innovations

watersmartinnovations.com






Where can you see water disappearing before your eyes?

Public Works
City of Avondale
WaterSmart Innovations Conference 2014






In schools... where else?

- During the past 20 years, 1,641,000 students, ranging from kindergarten to fifth grade have learned about local water resources and water conservation through the use of magical illusions.
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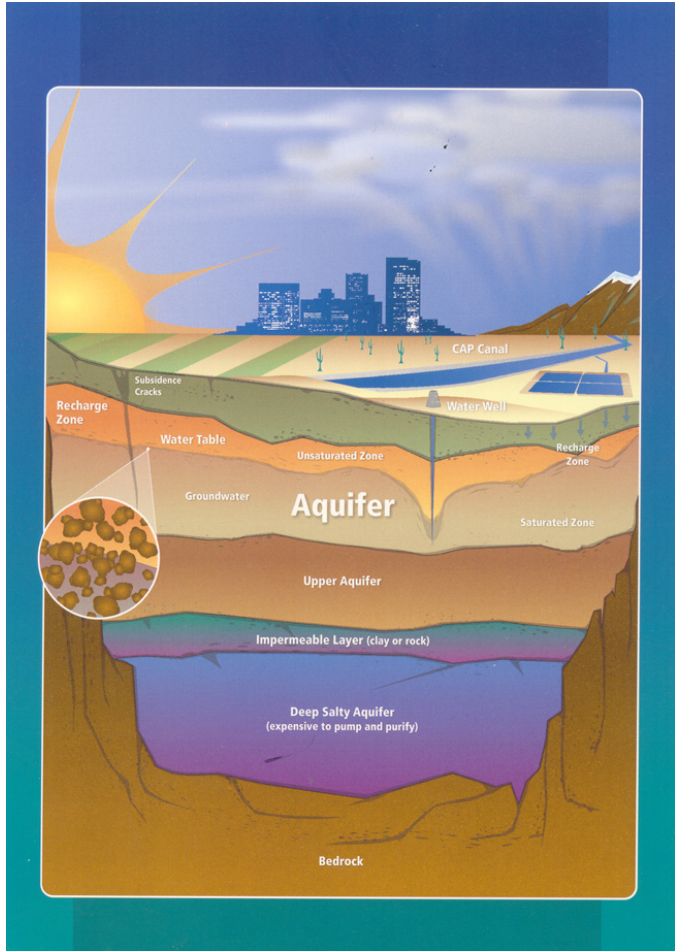
Who likes to be lectured?

- No one likes to be lectured and told what to do – especially kids, But a little bit of magic helps.
 - Case in point – Las Vegas!
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Magic is fun!

- Magic captures kids' attention, and by adding a story line and familiar characters will get them even more engaged.
 - It's almost like they aren't learning, but they are!
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How many students do we reach a year?

Fiscal Year 2013/2014			
Water Provider	# of Students Reached	# of Schools Reached	# of Shows Delivered
City of Avondale	4,031	10	20
City of Chandler	8,471	31	51
City of Peoria	3,547	17	25
City of Surprise	1,918	5	10
City of Tempe	6,723	18	44
Salt River Project	2,000		
Totals	26,690	81	150

Magic show cost

Magic Show Cost			
Cost per show	\$350.00	150 shows	\$ 52,500.00
Cost per booklet	\$0.70	26,690 booklets	\$ 18,683.00
Production costs (props, script and posters)	\$1,650.00	6 partners	\$ 9,900.00
Total			\$ 81,083.00

Cost per student FY 13/14 = \$3.07

How many students have we reached?

Phoenix Metro Area	Students reached
Avondale	88,000
Chandler	300,000
Gilbert	100,000
Peoria	290,000
Phoenix	330,000
Scottsdale	40,000
Surprise	21,000
Tempe	300,000
Subtotal	1,469,000

Outside Phoenix Area	Students reached
Bapchule	200
Flagstaff	7,000
Kingman	300
Payson	500
Safford	14,000
Tucson	150,000
Subtotal	172,000

Total Outreach Since 1983 = 1,641,000

How do you get started?

First, find a magician.


Water providers and contractor start meeting in the Spring.

We meet bi-weekly until story line, script, booklet and magic tricks are complete.





What keeps kids entertained and engaged?

- They like to watch TV shows and movies. And who do they like to emulate?
 - Superheroes! – Everyone wants to be a superhero.
 - By spoofing TV shows and movies, we're hoping that kids will be more interested.
 - In addition, students are invited to the stage to help with the magic tricks.
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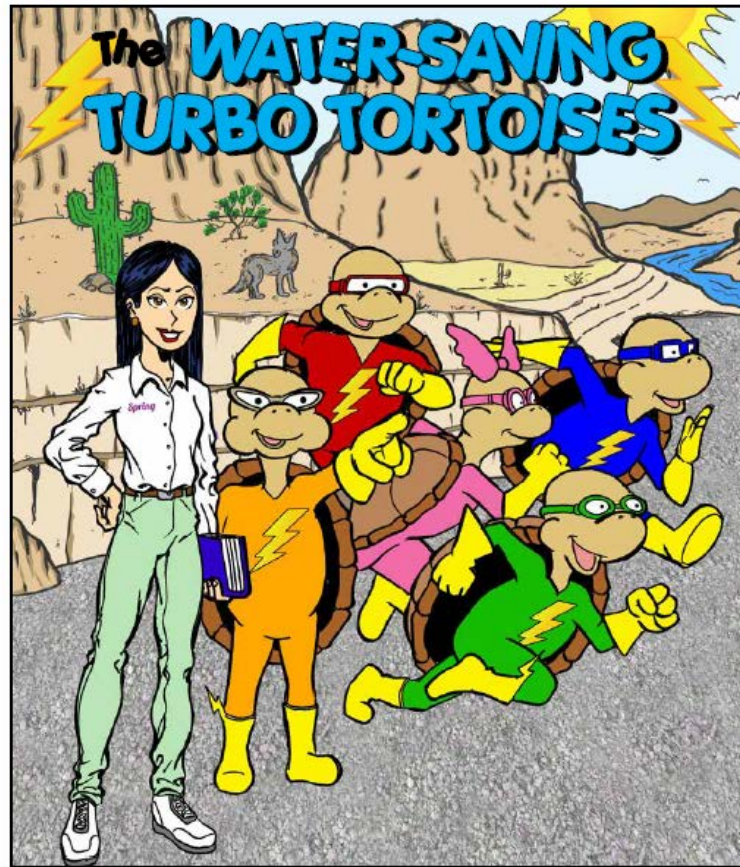
TV and Movie Themes

- WCSI – Water Crime Scene Investigators
- Water Trek
- Sponge Blob Round Pants
- The Amazing Race
- Arizona's Water Saving Idols
- Survivor



- Water Man
- The Amazings
- KIB

The Water – Saving Turbo Tortoises




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Booklets

- One of the main topics emphasized in the booklets is the water cycle, which is part of the required curriculum for fourth-graders in Arizona.
 - The eight-page booklet complements the show and challenges the students' reading, vocabulary, and math abilities.
 - Plus, the teachers get a 30-minute to one-hour break from teaching.
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Engagement



All students receive an activity booklet and those that help with the magic tricks on stage receive a prize.




Importance of magic show

- **Contracting this service is vital to our conservation programs.**
 - Project WET water festivals
 - STEM teacher training
 - Speakers' bureaus for schools and the general public
 - High water use notifications
 - HOA landscape water budgets
 - Rebate programs
 - Treatment plant tours for school and the general public
 - Spring and fall landscape classes
 - Regional events
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Most Importantly...

- This program allows us to create a relationship with the school and educators.
 - Educators will be open to welcoming you back to their school for other programs.
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Contractor deliverables

- Send invitations and packets to schools about the program twice a year
 - Schedules presentations
 - Works with water providers to help customize a 30-minute script and eight-page activity booklet
 - Creates and customizes props and posters
 - Provides a monthly report of shows performed and booklet inventory
 - Provides teachers with a postage-paid evaluation survey card (When completed, teachers can place it in the mail, and will be sent directly to the water provider.)
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We ask teachers to rate the program

Teachers were asked to rate aspects of the program on a scale with choices:

“Not at All”, “ Very Little”, “Some”, “Moderate”, “A Great Deal”.

The results are as follows:

Supports state standards	94.9% agree moderate to a great deal
Is appropriate for audience	96.5% agree moderate to a great deal
Has effective visuals	98.9% agree moderate to a great deal
Is a useful water conservation tool	97.1% agree moderate to a great deal
Rate learning experience	96.5% agree moderate to a great deal






Has this program created changes in knowledge or behavior?

Teachers were asked to rate aspects of the program on a scale with choices:

“Not at All”, “ Very Little”, “Some”, “Moderate”, “A Great Deal”.

The results are as follows:

Increased awareness conserving water	95.4% agree moderate to a great deal
Increased knowledge of water resources	86.5% agree moderate to a great deal
Increased ability to ID water cycle parts	89.5% agree moderate to a great deal
Increased knowledge of water conservation	96.5% agree moderate to a great deal
Plan to change the way they use water at home	90.1% agree moderate to a great deal





Video

- https://www.youtube.com/watch?v=7LyZA_NoIsM

Partners and Contractor



Productions, Inc.

1909 N. 129th Ave., Avondale, AZ 85392

623-266-1157 / Kathleen J. Whalen, president



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ARIZONA



Esmeralda Avila

Water Conservation Specialist

ISA Certified Arborist®

#WE-9896

Direct: (623) 333-4422

Mobile: (623) 521-7133

TDD: (623) 333-0010

eavila@avondale.org



399 E. Lower Buckeye Road
Avondale, AZ 85323

Public Works Department