

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



NAVIGATING THE WATERS FOR OVER 20 YEARS



What is mar·ket·ing?

Noun

Describe or draw attention to a product, service or event in a public medium in order to promote sales, attendance or change.

THE APPROACH



Focus



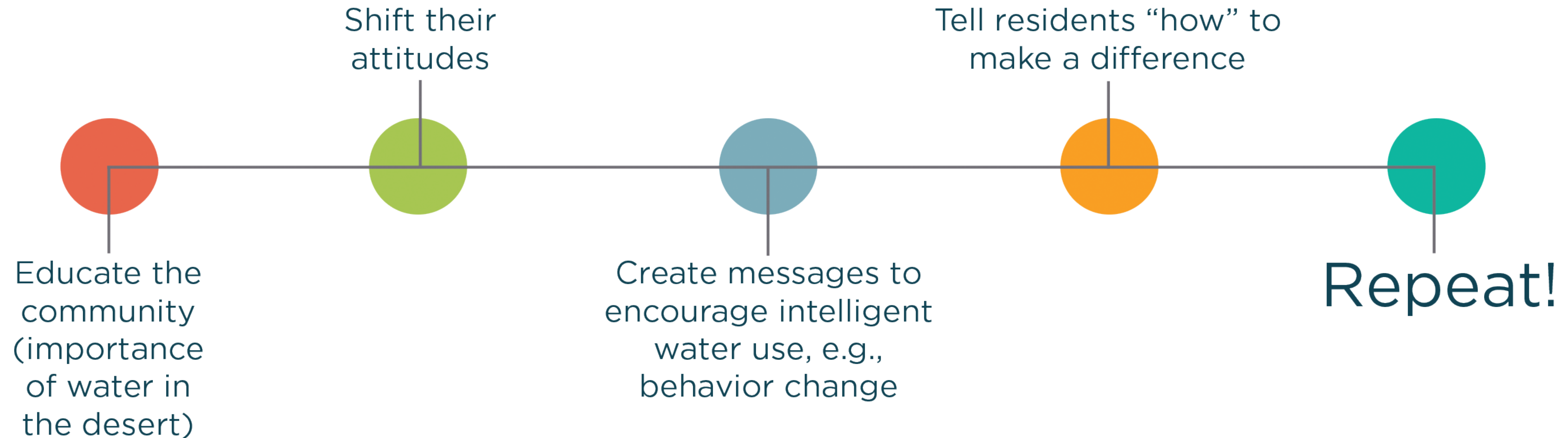
Simplicity



Relevance

In 2006, research indicated that residents understood that water mattered, but they didn't realize that they could be difference.

So, we decided to focus on changing attitudes and then behaviors.



It takes a community to conserve.



Residents
(current and new)



Businesses



Home Builders



Resort Corridor

But perception is *reality*,
and we needed to continue
to educate the community
on the importance of water
in the desert.

**Every
drop
counts.**

VALUE OF WATER CAMPAIGN

THE APPROACH



Focus



Simplicity



Relevance


An aerial photograph of a suburban neighborhood in Las Vegas. The image shows a dense grid of single-story houses with light-colored, tiled roofs. Many of the houses have swimming pools in their backyards. The streets are paved and have some parked cars. The overall scene is a typical representation of a suburban residential area.

Las Vegas sees a 5 percent average
resident turnover annually.




Print

WHAT DOES WATER BRING TO THE DESERT?




As a community, we're working hard to make sure that Southern Nevada has a reliable water supply so that our businesses, families and neighborhoods can continue to thrive. Because life here just wouldn't be the same without it. Let's stay water smart, Southern Nevada. Learn more at snwa.com.

The Southern Nevada Water Authority is a not-for-profit agency.




WHAT DOES WATER BRING TO THE DESERT?




The future means growing our businesses, watching our kids cross the stage at graduation, and maybe even seeing a flying car. But before it can happen, we need to continue conserving our water so our businesses, families and communities can continue thriving. So keep conserving, Southern Nevada. Because having a reliable water source means having a future. Learn more at snwa.com.

The Southern Nevada Water Authority is a not-for-profit agency.




WHAT DOES WATER BRING TO THE DESERT?



Together, we've saved more than 63 billion gallons of water, helping businesses thrive, which provides jobs so families and communities can continue to flourish. Let's stay water smart, Southern Nevada. Learn more at snwa.com.

The Southern Nevada Water Authority is a not-for-profit agency.



WHAT DOES WATER BRING TO THE DESERT?



As a community, we're working hard to make sure that Southern Nevada has a reliable water supply so that our businesses, families and neighborhoods can continue to thrive. Because life here just wouldn't be the same without it. Your conservation efforts have helped us manage our community's water supply. Let's stay water smart, Southern Nevada. Learn more at snwa.com.

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COMPLIANCE CAMPAIGN

An aerial photograph of a suburban neighborhood, showing a dense arrangement of houses with light-colored roofs and green lawns. Many houses have swimming pools in their backyards. The houses are arranged in a grid-like pattern with winding streets. The image is semi-transparent, allowing the text to be overlaid clearly.

We also remind our community what to do and when to do it through our “compliance” campaign.

THE APPROACH



Focus



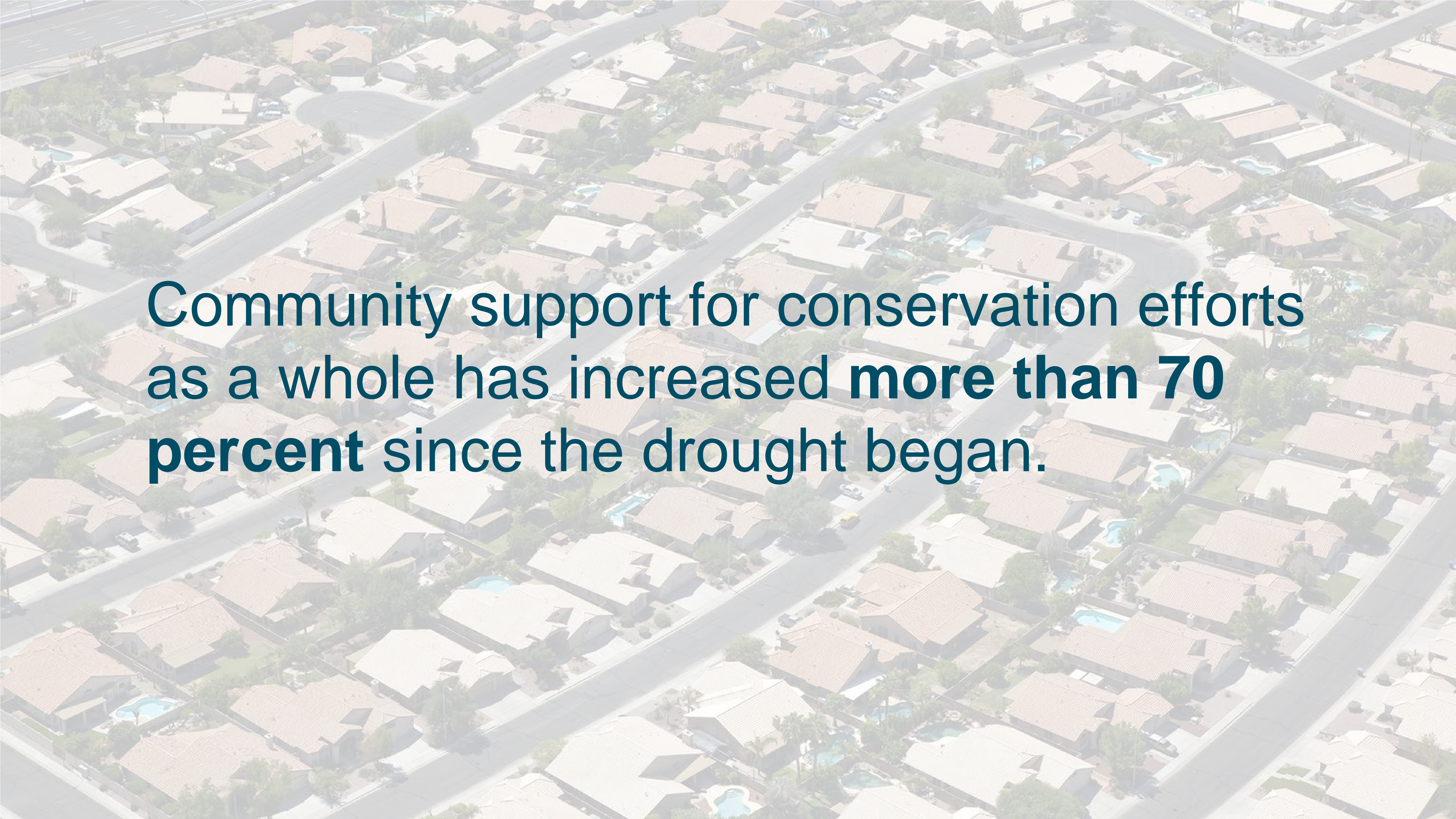
Simplicity



Relevance

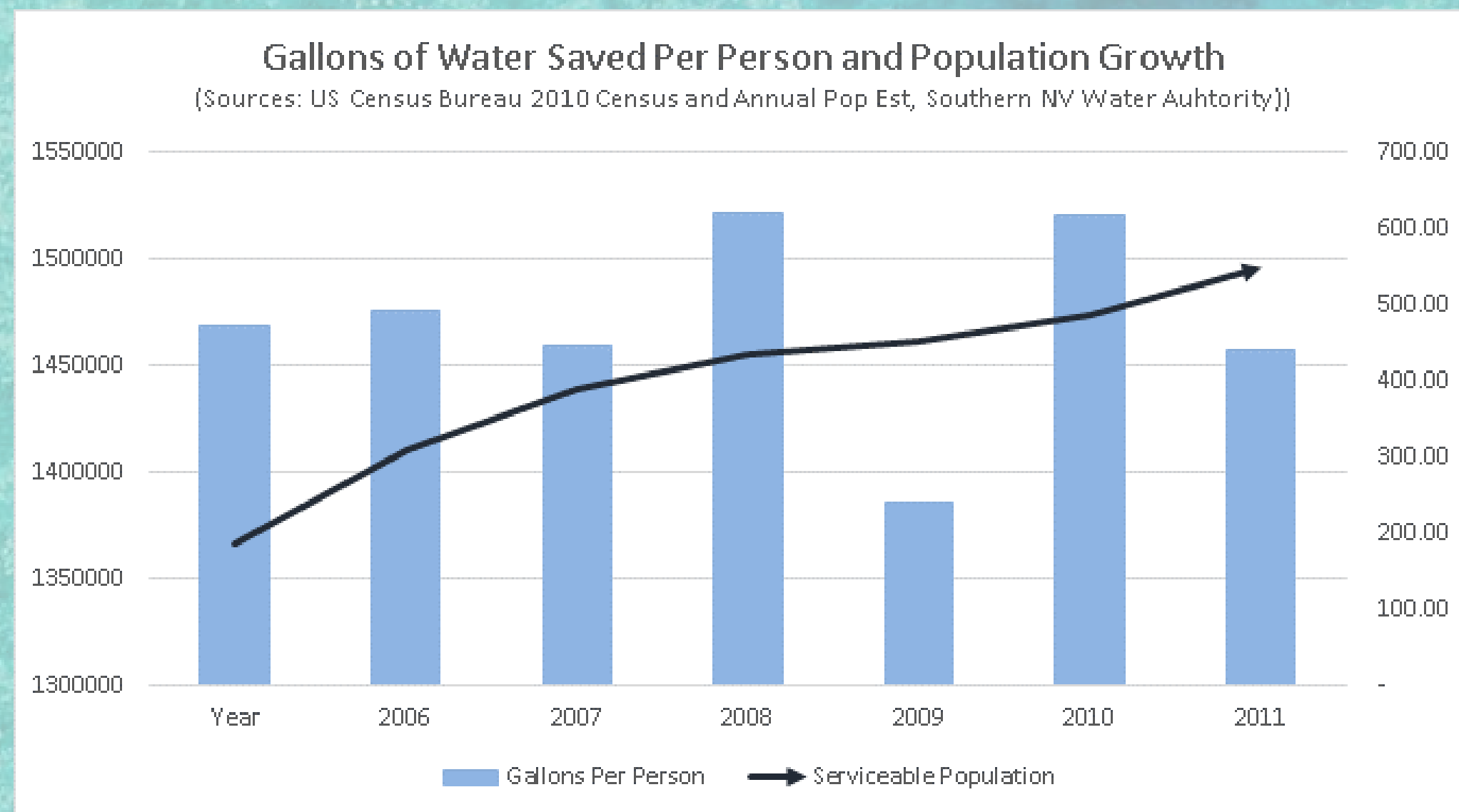




An aerial photograph of a suburban neighborhood, likely in a warm climate, showing numerous single-story houses with light-colored roofs. Many of the houses have swimming pools in their backyards. The houses are arranged in a grid-like pattern with streets and sidewalks. The overall scene is a typical suburban residential area.

Community support for conservation efforts
as a whole has increased **more than 70
percent** since the drought began.

Awareness around the value of water has led to significant increases in water savings across the valley.



Despite a net population gain of 9.6 percent from 2006 through 2012, the average year-over-year water savings was 18.5 percent, nearly twice the rate of population growth.

Over the last 13 years, SNWA has reduced annual water consumption by nearly one-third, despite nearly a 50 percent increase in population.

**75 billion
gallons
saved.**

THE FUTURE

SNWA has a plan to keep the water flowing into the future, but it's vital for the community to continue to conserve.

The drought is still ongoing. Together, our community can stay WATER SMART.



THANK YOU

Stay Water Smart