This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
NAVIGATING THE WATERS FOR OVER 20 YEARS
What is marketing?

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.

1. Educate the community (importance of water in the desert)
2. Shift their attitudes
3. Create messages to encourage intelligent water use, e.g., behavior change
4. Tell residents “how” to make a difference

Repeat!
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.
VALUE OF WATER CAMPAIGN
THE APPROACH

Focus  Simplicity  Relevance
Las Vegas sees a 5 percent average resident turnover annually.
COMPLIANCE CAMPAIGN
We also remind our community what to do and when to do it through our “compliance” campaign.
THE APPROACH

Focus

Simplicity

Relevance
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