

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





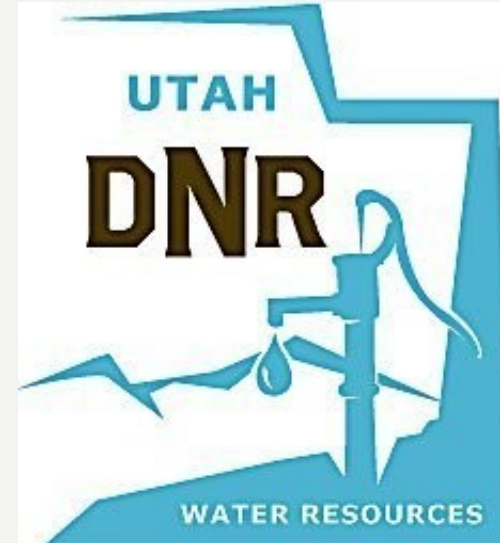
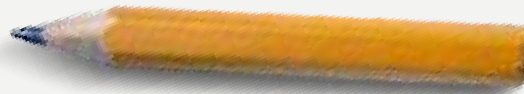
CREATING A CONSERVATION PLEDGE CAMPAIGN ON A DUCT TAPE BUDGET

H2OATH: UTAH'S WATER-WISE PLEDGE



WHO WE ARE

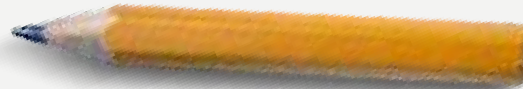
Utah Division of Water Resources:
Agency tasked with statewide water
conservation/education.



WHO WE ARE

Faye Rutishauser:

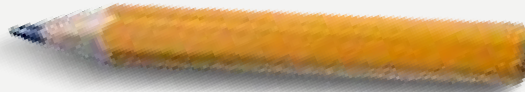
- Horticulturist
- Conservation Coordinator
- Overall ROCK STAR
- Impossible last name to spell



WHO WE ARE

Joshua Palmer:

- Water Efficiency, Education and Engagement Section Manager
- PR, Public Involvement, Conflict Resolution and Public Administration background
- Talks like a surfer.



3 PILLARS OF OUR PROGRAM

1. Do Your Part
2. Every Step is Progress
3. Efficiency is One of Utah's Core Ethics

CONSERVATION PROGRAM CHALLENGES

- UnderSTAFFED
- UnderFUNDED
- UnderRATED
- ~~UnderWEAR~~



THE EXPECTATION





IT'S A TRAP

STOP, COLLABORATE AND LISTEN

- Don't focus on what you could do if you had more.
- Focus on what you can do with what you have, and...DO IT!
- What are your assets?



SO WHEN ARE THEY GOING TO TALK ABOUT THE PLEDGE CAMPAIGN?!

- Now



WHY A PLEDGE CAMPAIGN?

- Once people pledge, they are more likely to follow through.
- Potential to simultaneously educate about and commit people to water conservation
- Drives important efficiency conversations
- Is something simple to get people started on, or recommitted to, water conservation

WHAT WERE OUR ASSETS?

- SurveyMonkey Account (About \$200/Year)
- Driven employees with sparkling personalities (Faye and Joshua)
- Social Media
- Press release capabilities
- Division and Department support
- Pledge was aligned with the Governor's conservation goal.

CREATING THE MONSTER

- Listed the most easy-to-implement, accessible and impactful measures regular people can take as pledge items.
- Created the pledge in SurveyMonkey
- Created a brand and simple logo, and...



H₂OATH

UTAH'S WATER WISE PLEDGE

water.utah.gov/H2Oath

1. Person taking the H2Oath!

Name

Organization (If Applicable
include the business,
organization or governmental
entity you represent)

Email Address (Optional)

* 2. Which city do you live in or closest to?

3. Which college or university do you represent in "H2Oath: Water War"

Other (please specify)

* 4. I hereby take the H2Oath, and pledge to adhere to each of the following water-wise practices to the best of my ability (please select each one):

- ☐ I will water my landscape no more than is recommended by the Weekly Lawn Watering Guide found on SlowTheFlow.org, and posted weekly on the Utah Division of Water Resources Facebook page and Twitter account. (If everyone does it, it will save Utah billions of gallons)
- ☐ I will not water my landscape at the hottest time of the day.
- ☐ I will not water during or directly after a rainstorm.
- ☐ I will adjust my sprinklers to avoid spraying sidewalks and driveways.
- ☐ I will adjust my lawn mower to one of the higher settings to help shade roots, and reduce the need for water.
- ☐ I will look for opportunities to add water-wise plants to my landscape.
- ☐ I will identify and fix leaks both inside and outside of my home.
- ☐ I will reduce my shower time by at least 1 minute per shower.
- ☐ I will wait until I have a full load to run my dishwasher or washing machine.

I also pledge to:



IF YOU BUILD IT, THEY WON'T COME.

**“People won’t take a pledge
they don’t know about.”**

-Nobody of Importance



4 HABITS OF A HIGHLY EFFECTIVE PLEDGE CAMPAIGN

1. Internal Buy-In
2. Agency and Organizational Partnerships
3. Fuel the Fire of Competition
4. Celebrate Success

INTERNAL BUY-IN



Gary Richard Herbert

Governor

Declaration

Whereas, the state of Utah has experienced drought conditions for the past 10 years;

Whereas, ordinary precipitation may not be enough to restore Utah's water levels because this year the snowpack is average or below average statewide, and runoff and river flow are expected to be below average as dry soil conditions require more moisture;

Whereas, meeting our future water needs will require additional conservation of water resources, particularly in view of the fact that the state's population is projected to more than double by 2060;

Whereas, water conservation should become one of Utah's core ethics;

Whereas, we applaud Utah residents' water-wise efforts as we work toward reaching our goal to conserve 25 percent more water by 2025; and

Whereas, under the leadership of the Utah Division of Water Resources, all state agencies are directed to participate in Utah's Water-Wise Pledge: H2Oath, and also all Utah residents are encouraged to pledge their support for this statewide water conservation effort;

Now, therefore, I, Gary R. Herbert, governor of the state of Utah, do hereby declare May 10, 2016, as

H2Oath

Utah's Water-Wise Pledge Day

Gary R. Herbert

Gary R. Herbert
Governor



AGENCY AND ORGANIZATIONAL PARTNERSHIPS

- Several Voices are Louder than One!
 - The Governor's Office
 - Utah Department of Natural Resources
 - Several Conservancy Districts
 - Municipalities
 - Professional Organizations

FUEL THE FIRE OF COMPETITION



CELEBRATE SUCCESS



THE PROOF IS IN THE PLEDGE

- Pledges taken from citizens in 149 Utah cities
- More than 50 news stories covered the pledge
- We estimate that nearly double Utah's population was reached via media and social media views and impressions. (More than \$500,000 in publicity value)
- The city competition winners executed exciting water-efficiency projects.
- University competition winner held water conservation creative competition to award the scholarships.

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GOT QUESTIONS?

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