

# This presentation premiered at WaterSmart Innovations

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# Water Conservation In Urban Communities: How The SNWA Does It

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How many people in the audience are currently staying in a Las Vegas Hotel or resort?

.....You're all 8 percenters. Don't worry it's a good thing.

In Las Vegas, we have an image of being extravagant with our hotels. We have fountains, waterfalls, man made canals and all types of other water features.

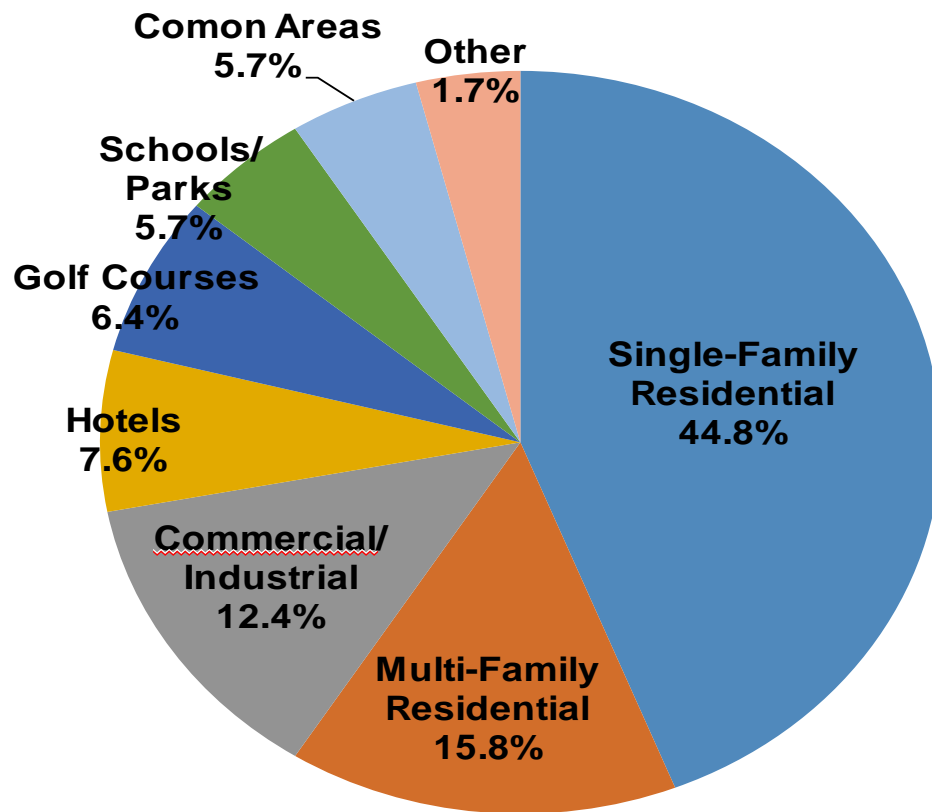
Bellagio Fountains



Venetian Canals



The truth of the matter is that our Hospitality industry only uses about 8% of our total consumption in the city, this includes visitors as well.





Due to water smart technology, initiatives and programs, almost all hotel properties are designed to operate as a perfect example of water efficiency in Southern Nevada.



...So this means visitors like you are doing your share to conserve water, similar to the average local, without even realizing it!

So who *IS* using the majority of our water?



As with most communities in the country, it is the local residents that use most of the water.

*(70% alone with outdoor watering!)*



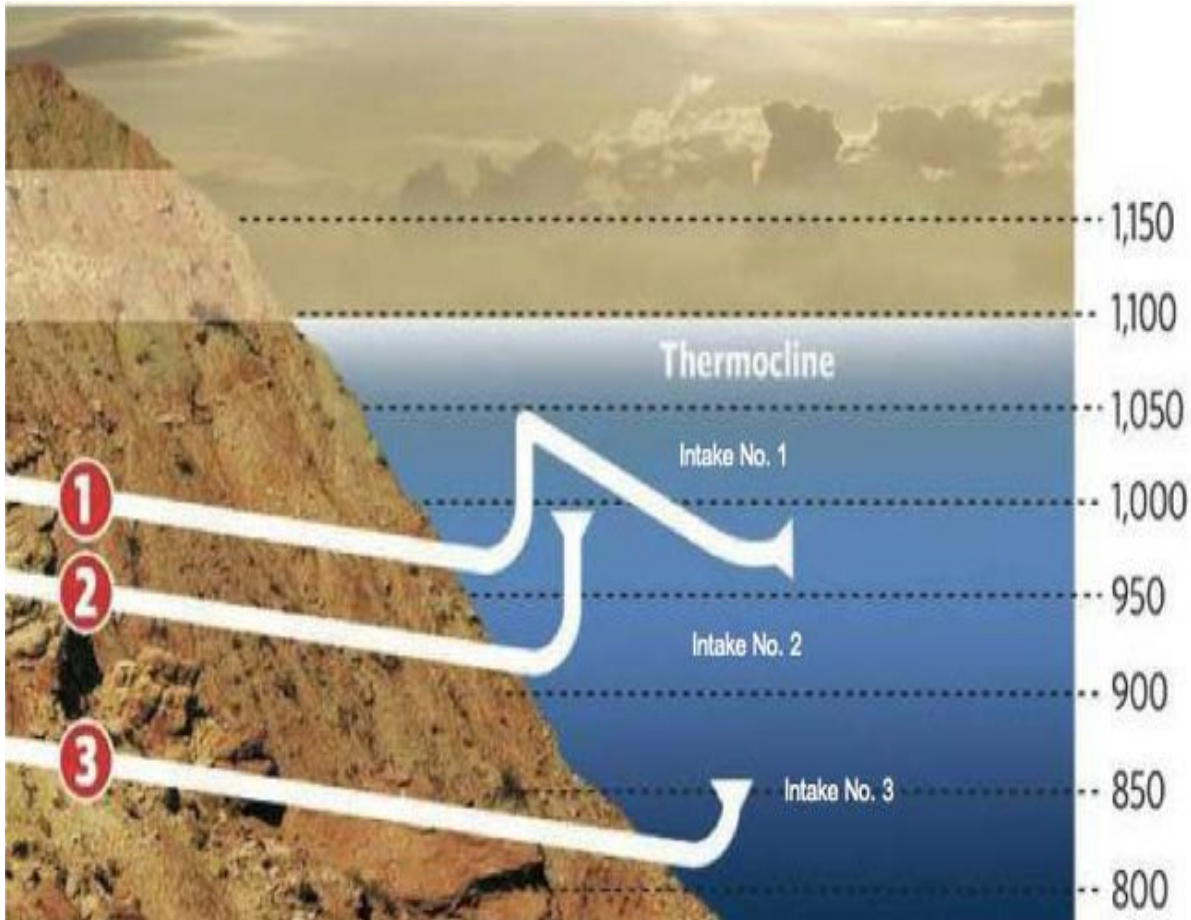
In fact, between residential properties, HOA's and businesses, we consume about 90% of the valleys water supply.



▶ Which equals out to about 123 gallons per person a day.



How much water (in feet) do you think we've lost since 2000?



The white line represents about 135 ft lost since 2000. In fact, Our current lake levels are at about 1,075 ft. Once we reach 1,050 ft, our first Intake will no longer be operational, causing us to reach federal shortage levels for the *first* time in our history.



With Las Vegas being one of the most diverse cities in America, with people from all walks of life; We have the unique task of getting everybody on board with water conservation.

.....That's where we come in.



We provide not only initiatives and perks for conserving water, but also educational and outreach benefits for some of our biggest communities.



Specifically, we work with our public information department to teach African-American and Hispanic communities the benefits of water conservation and Technology.



African-American and Hispanic communities make up roughly 40% of our local population, and both have strong historical ties to the city. (Hispanic Youth alone comprise about 50% of our current school system.)

Both groups are heavily located in the most central parts of the city in lower socio-economical areas. And while we focus on water conservation in Southern Nevada, until recently we were never able to expand our message into these communities.





Feedback over several years showed a few conclusions:

- Many times our general message was lost in translation for Hispanic communities due to language barriers.


- The water authorities' general outreach efforts were not visible in African-American communities.

In many cases, our city has immigrants who come directly from Latin America, which has a completely different approach to water and conservation. In addition to this, many African-American customers migrated here from the rural south, where water *and* grass is abundant.

With this in mind, we started to market our rebates and programs at our local events: such as the Black history program, Día de los muertos, and Día de los niños programs. We offer these events at the Springs Preserve, and they have an attendance rate of roughly 10,000 people per year. After, We provide surveys with detailed information asking what resources would be good for the community.

Surprisingly, people were interested in water conservation and wanted to get involved!

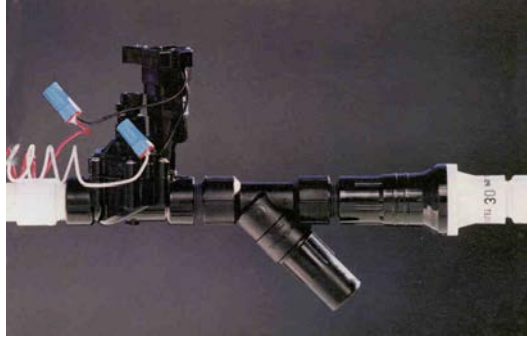




Clase en Español: Drip irrigation design

In 2014, We teamed up with our public information division to put together our very first drip system irrigation class, designed specifically for Spanish speaking families.

The class was geared towards communities who wanted to learn about water smart landscaping, but may not be able to fully understand our English language classes.



In these classes we discuss concepts such as low volume drip emitters, proper drip design, understanding of irrigation equipment, smart controllers and an overall knowledge of how these components all tie into water conservation.





The class was a success; so much so that we introduced another irrigation class geared specifically towards water efficient gardening and landscape care. In particular we now teach 3 classes in total; including a water smart contractor course for Spanish speaking landscapers.

**WATER  
SMART  
CONTRACTOR**

One of our biggest initiatives is a collaborative effort between Ewing irrigation and the SNWA. We work with Spanish speaking contractors, helping them to become certified as Water Smart Contractors in southern Nevada. We go over concepts such as water smart landscapes, drought information and conservation resources, along with extensive education in irrigation, grass and soil aspects as well.







We also teamed up with the Southern Nevada Housing Authority and the water conservation coalition team to revamp multiple public housing projects throughout the historical west side. This included removing grass and adding desert landscaping, with new and improved drip and irrigation systems, proving a cleaner look - as well as being a water smart landscape conversion that will save thousands of gallons in water daily.



*Before*



*After*



*Before*



*After*

These conversions took place from 2007 to 2015, with a total removal of nearly 400,000 square feet of grass. This is a substantial amount of water savings not only for the community, but our city as well.



And that's just the beginning! We also use social media to spread our message to millennials, specifically - with this group being one of the largest and most diverse groups in the US. In 2016, we launched SNWAenEspañol, a Spanish language Facebook page geared towards promoting and informing the community on our programs, classes, initiatives and rebates.



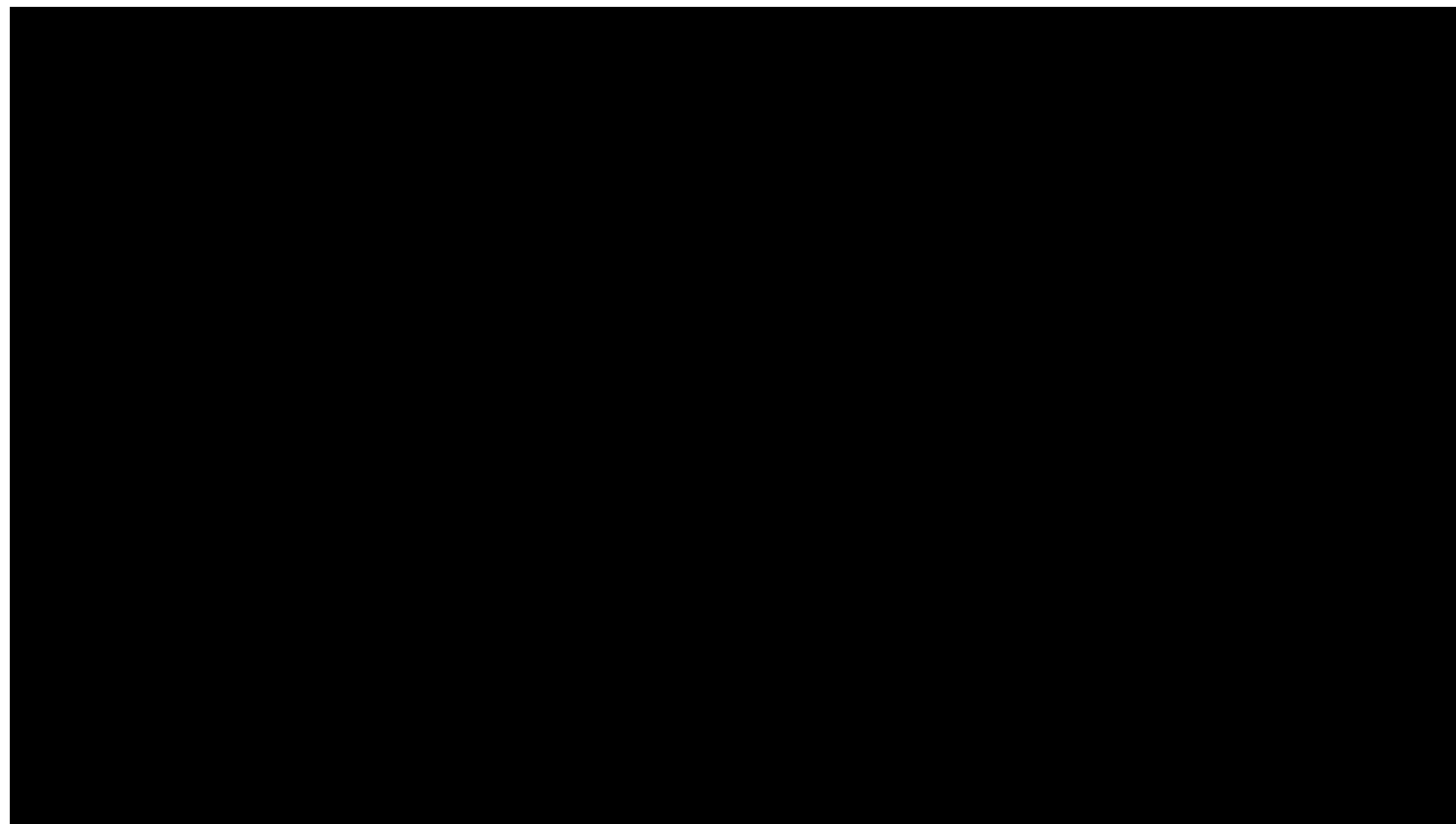




We also include cultural references with weekly updates and videos to keep customers in the loop.



“Nunca En Domingo”






In 2015, the WSI conference provided tours to the Doolittle Senior center gardens - Las Vegas' oldest community garden located within the historical African-American community. These gardens not only provide an excellent example of water smart landscaping, gardening and plant care; but also serve as a way to help feed the hungry. Many people in nearby neighborhoods bring their own unique vegetables to grow and cook. In addition to this, in 2015 the gardens also won the Linn Mills community garden award for Southern Nevada.

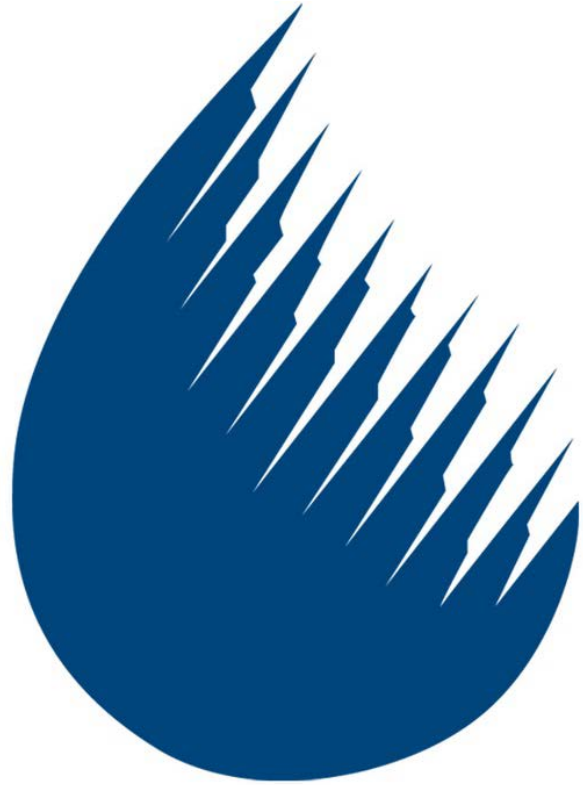






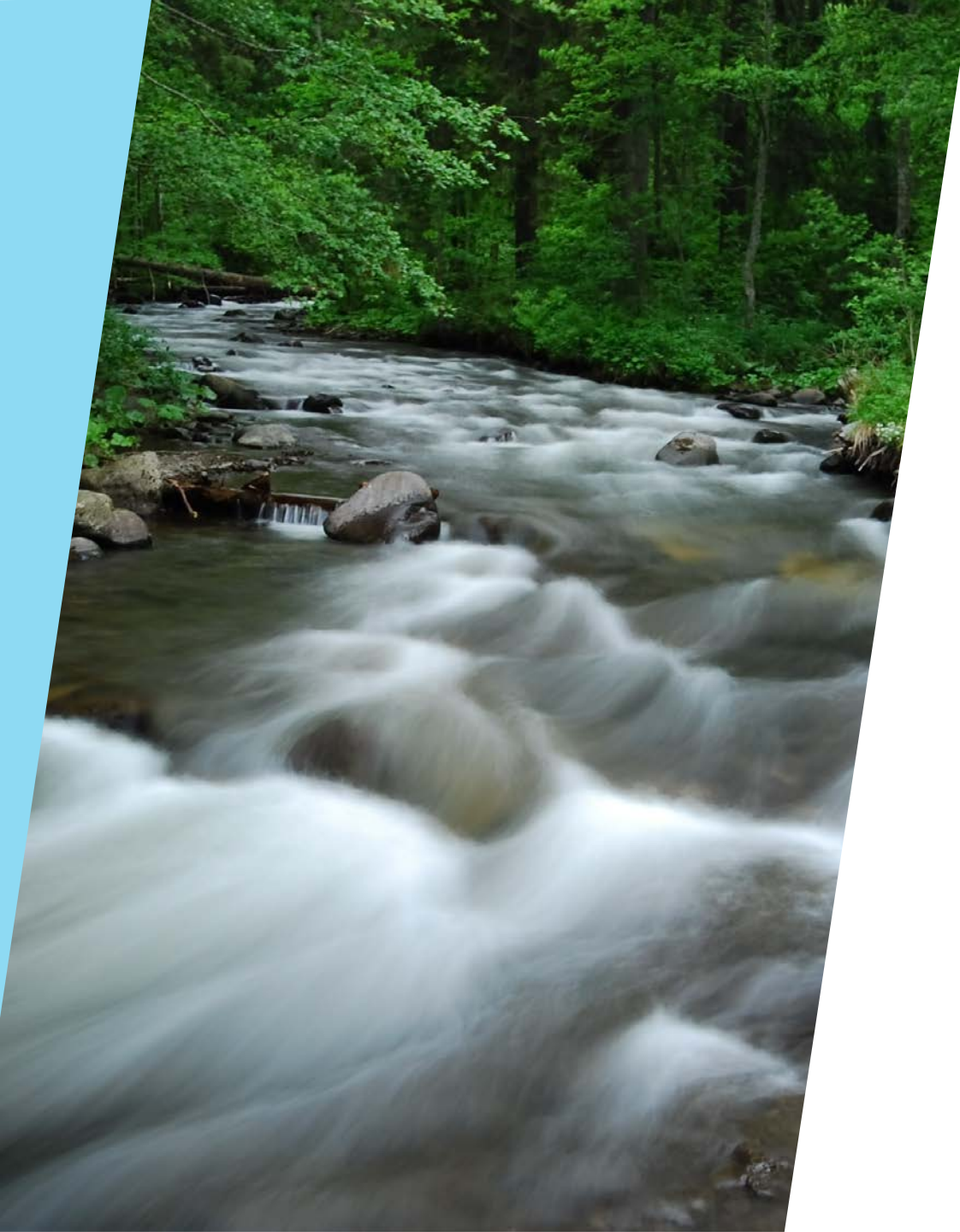
An aerial night view of Las Vegas, showing the city's lights and the surrounding desert landscape. The sky is a mix of orange, red, and purple, indicating a sunset or sunrise. The city lights are concentrated in the lower half of the image, with the desert extending to the horizon. The text is overlaid on the right side of the image, set against a dark, semi-transparent background.

With these additions to our conservation programs, the SNWA strives to build an organization that not only provides world class programs, initiatives and technology but also fosters outreach and educational efforts that have allowed the Las Vegas community to reduce it's water usage by 37% since 2002. This is an amazing accomplishment for the city, given that we've grown by about 1 million people during this very same time period.




Whether it's our lavish  
hotels and resorts, or  
each one of our  
neighborhoods, the  
Southern Nevada Water  
Authority is dedicated to  
showing you how we're  
all connected through  
water.





“Con el agua podemos  
crear una comunidad,  
pero con la conservación  
podemos crear un  
futuro.”



Thank you!  
Questions?

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