

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





WATERCLOUD

Building a digital presence

CHRISTIAN DELGADO

WATER RESOURCE SPECIALIST

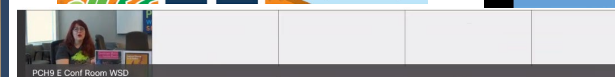
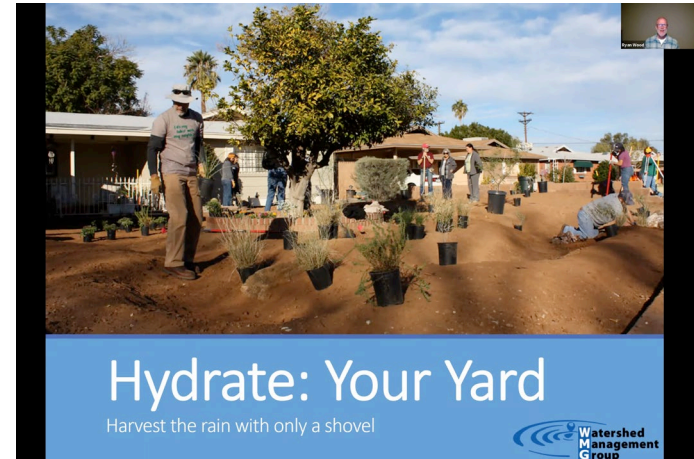
Phoenix.gov/watercloud

Guaranteed presence via virtual platform

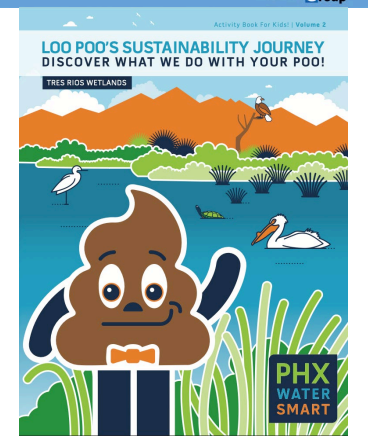
Prior to 2020



2020 - Now



Many bugs are good: lady bugs, hover flies, praying mantis, pollinators – digger bees, leaf cutter bees



Phoenix.gov/watercloud

Guaranteed presence via virtual platform

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DIGITAL EDUCATION

Main landing page to combine all digital resources, activities and information into one centralized location.

- Education for Students At Home
 - Mascot Activity Books
 - Digital Lesson Plans for Teachers and Parents
- Landscape Resources
 - Landscape Videos/Workshops
 - Landscape Plant Guides
 - Landscape Watering Guides
 - Monthly Watering Text Reminder
 - Infographic Guides
- Home Water Use Resources
 - Water Usage Calculator
 - Leak Detection Guide



HAVE YOU SEEN
OUR NEW DIGITAL
EDUCATION PAGE?

HAVE YOU SEEN
OUR NEW DIGITAL
EDUCATION PAGE?

LEARN ABOUT...

HAVE YOU SEEN
OUR NEW DIGITAL
EDUCATION PAGE?

LEARN ABOUT...

HOW TO FIX LEAKS



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LEARN ABOUT...

HOW TO FIX LEAKS

LANDSCAPE RESOURCES

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HOW TO FIX LEAKS

LANDSCAPE RESOURCES

ACTIVITIES FOR THE KIDS

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EDUCATION PAGE?

LEARN ABOUT...

HOW TO FIX LEAKS

LANDSCAPE RESOURCES

ACTIVITIES FOR THE KIDS

DAILY WATER USAGE

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HAVE YOU SEEN
OUR NEW DIGITAL
EDUCATION PAGE?

LEARN ABOUT...

HOW TO FIX LEAKS

LANDSCAPE RESOURCES

ACTIVITIES FOR THE KIDS

DAILY WATER USAGE

SWIPE UP & START LEARNING!

Instagram Story

WATER EDUCATION FROM THE CLOUD

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Phoenix Water Launches Digital Water Conservation Education

MAY 8, 2020 1:00 PM

Taking water conservation to the next level... into the cloud!

Phoenix Water Services launches a digital education page to make learning from home convenient for everyone. This page offers water conservation resources for all ages including activity books, games and lesson plans for the kids at home. There's something for everyone including information on how to fix leaks and landscape resources.

"We value the opportunity to digitally connect with residents and continue community education. Our water conservation staff worked hard to create learning materials that are accessible to everyone," said Kathryn Sorensen, Phoenix Water Services Director. "During a time when people are encouraged to stay home, residents can learn about where their water comes from, average daily water usage, and how we treat wastewater."

As we all adjust to the new normal of being at home, this new webpage provides fun entertainment for the whole family. Phoenix Water will continue to add new content to the page throughout the year.

What are you waiting for? Continue the learning with us! [You can visit the new webpage here.](#)

Related Social Media Hashtags and Handles: **PHXWaterSmart Water Conservation Education**

Keywords: **PHXWaterSmart, Water Conservation Education**

[Water Services Home Page](#)

[Water Services News](#)

[Media Contact Directory](#)



WATER SERVICES

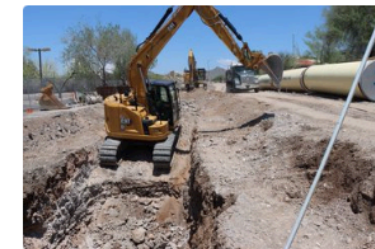
Tweets by @PHXWater

Phoenix Water Retweeted



City of Phoenix, AZ @CityofPhoenixAZ
#PHX will continue to provide clean & reliable #water to our customers without interruption! Our effective water management and efficient water use provide the foundation for a thriving economy, and unsurpassed quality of life!

Phoenix.gov/drought
#PHXWaterSmart@PHXWater



Sep 7, 2021

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EXPLORE #WATER DEPT SOCIAL



NEWSLETTER SIGNUP

Stay connected to PHX! Sign Up for monthly **PHX AT Your Service** Newsletter.

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Newsroom Press Release

Phoenix Water has been delivering clean, reliable water supplies to homes, businesses, industries, and other area customers for more than 100 years. Our successes have come from engaging our customers in planning for our water supply needs, and promoting the responsible use of water. The information you will find here will help you and others in our community become more effective stewards of our vital water resources, all from the comfort of your own home!

If you are interested in a virtual/online presentation from our team or have any questions, please contact us at conservation@phoenix.gov.

Education for Students At Home



Volume 1: Wayne Drop's Adventure (PDF) >

Volume 2: Loo Poo's Sustainability Journey (PDF) >

Volume 3: Hopper's Stormwater Adventure (PDF) >

Watch Wayne Drop and Loo Poo in action with the videos below!

Additional Resources

AZ Project WET Virtual Water Festival >

Landscape Resources

[Sign Up for Free Virtual Workshops | View Videos](#) >



Landscape Plants for the Arizona Desert >

Xeriscaping: Landscaping With Style >

Landscape Watering Guides >

Infographic Landscape Guides:

Your Guide to Green Grass (PDF) >

San Carlos Desert Masterplan: The Desert Home (PDF) >

[Volume 1: Wayne Drop's Adventure \(PDF\)](#) >

[Volume 2: Loo Poo's Sustainability Journey \(PDF\)](#) >

[Volume 3: Hopper's Stormwater Adventure \(PDF\)](#) >

Watch Wayne Drop and Loo Poo in action with the videos below!

Additional Resources

[AZ Project WET Virtual Water Festival](#) >

[Water - Use It Wisely Tip Tank Game](#) >

[Free Digital Lesson Plans for Teachers and Parents](#) >



[Landscape Plants for the Arizona Desert](#) >

[Xeriscaping: Landscaping With Style](#) >

[Landscape Watering Guides](#) >

Infographic Landscape Guides:

[Your Guide to Green Grass \(PDF\)](#) >

[Su Guía Para Mantener Un Pasto Verde \(PDF\)](#) >

[Your Guide to Watering Trees \(PDF\)](#) >

[Su Guía Para Regar Arboles \(PDF\)](#) >

[Your Guide to Watering Shrubs \(PDF\)](#) >

[Su Guía Para Regar Arbustos \(PDF\)](#) >



TEXT
WHENTOWATER
TO 33222

AND SIGN UP FOR FREE MONTHLY
WATERING REMINDERS. [MORE >](#)



Valley Average Daily Water Usage

AVERAGE DAILY WATER USAGE



Home Water Use Resources



[Water Usage Calculator](#) >

[Calculadora de Uso de Agua](#) >

[Smart Home Water Guide](#) >

[Valley Average Daily Water Usage \(Downloadable PDF\)](#) >

YOUTH ACTIVITY BOOK SERIES

Educating the next generation about water
with Phoenix Water's mascots.



FOLLOW THEIR JOURNEY

Wayne Drop's Adventure – Water/ Water Conservation/
Water Resources

Loo Poo's Sustainability Journey – Wastewater,
Reclaimed Water, Wetlands

Hopper's Stormwater Adventure – Rain and Stormwater

WAYNE DROP'S ADVENTURE

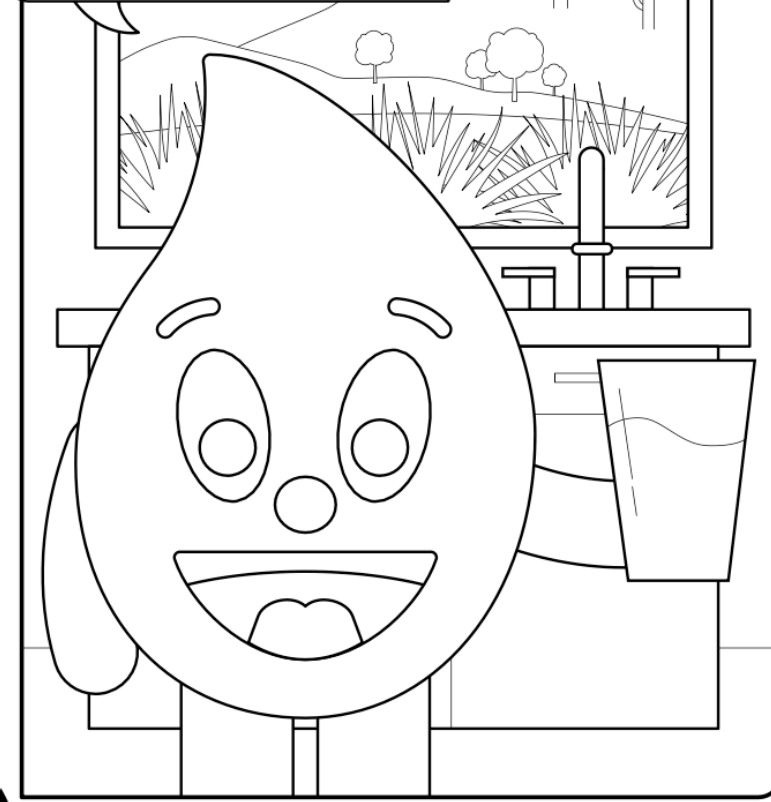
DISCOVER YOUR PHOENIX WATER



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Water is life in a desert city.
We drink it. We cook and clean with it.
We even play in it! Join me on this
Phoenix Water Smart journey to learn
where our water comes from and how
to conserve it for our future.



LOO POO'S SUSTAINABILITY JOURNEY

DISCOVER WHAT WE DO WITH YOUR POO!

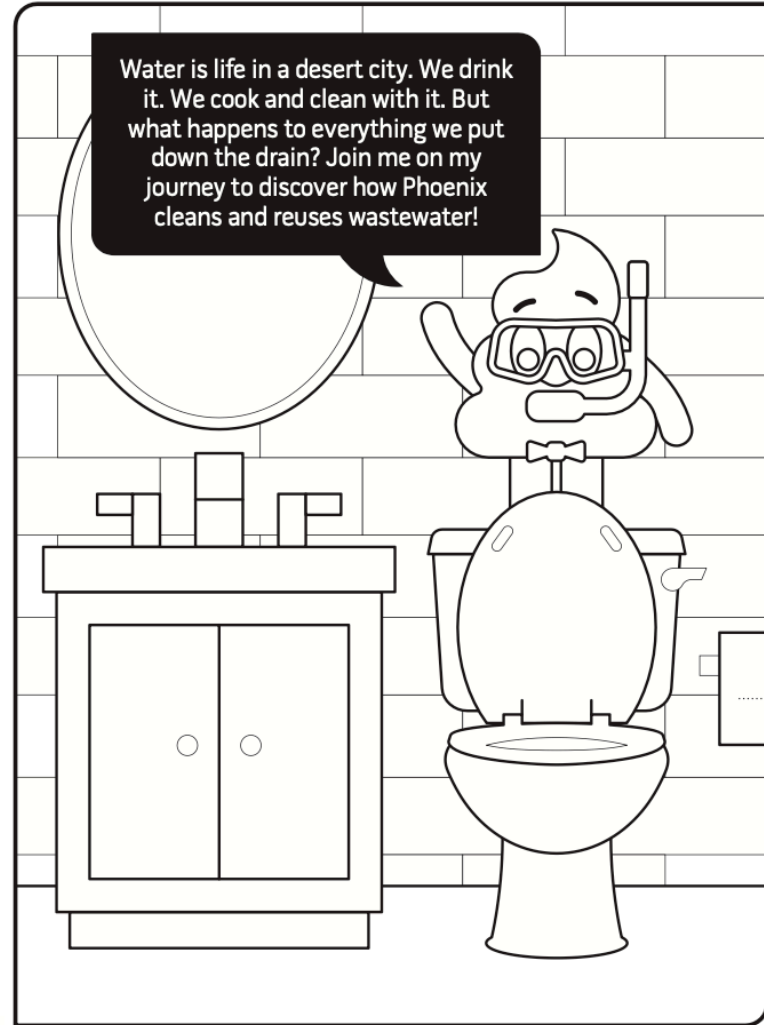
TRES RIOS WETLANDS



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Water is life in a desert city. We drink it. We cook and clean with it. But what happens to everything we put down the drain? Join me on my journey to discover how Phoenix cleans and reuses wastewater!



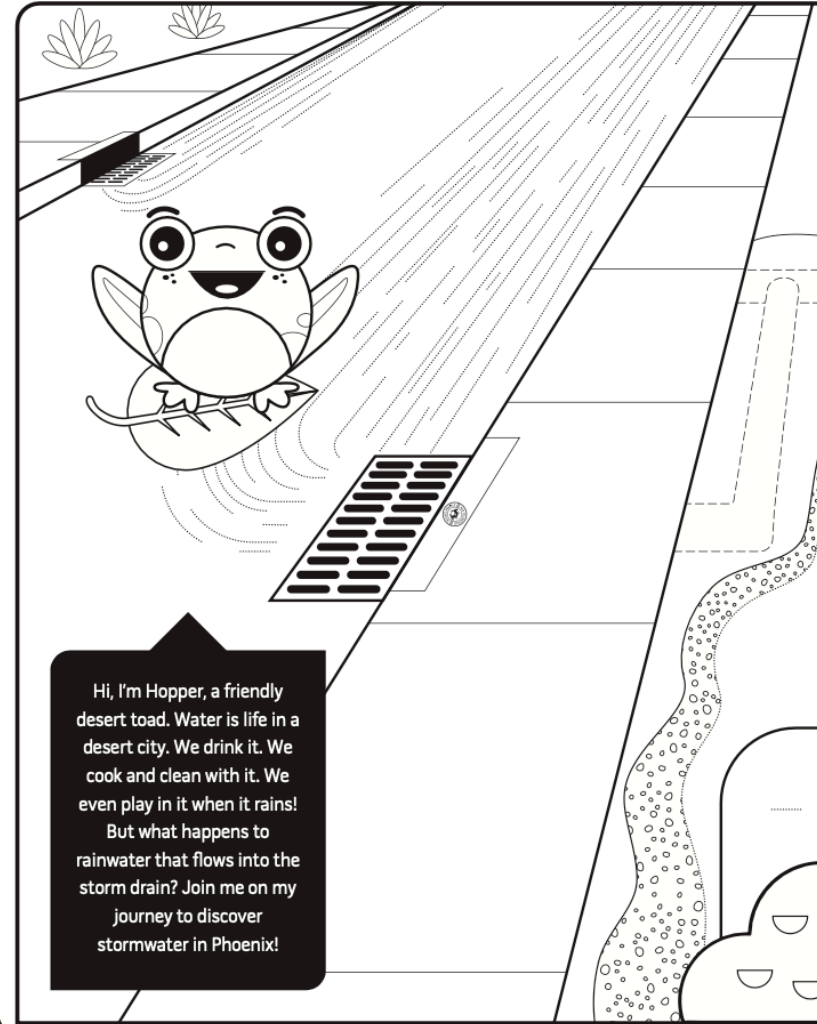
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HOPPER'S STORMWATER ADVENTURE

DISCOVER YOUR PHOENIX STORMWATER



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Hi, I'm Hopper, a friendly desert toad. Water is life in a desert city. We drink it. We cook and clean with it. We even play in it when it rains!

But what happens to rainwater that flows into the storm drain? Join me on my journey to discover stormwater in Phoenix!

School Outreach Program

- Digital Lesson Plans
 - Water Cycle
 - Water Resources
 - Water Science & Characteristics
 - Water Conservation & Efficiency
 - Caring for our Watershed
- Virtual Presentations



Lesson Plans for At-Home Learning

Because water is essential to life, it is an intriguing and diverse theme through which educators can teach STEM skills and literacy skills at all grade levels. Use one of the below lessons and resources for ideas of how to bring water into your classroom.

The Water Cycle - Lessons that demonstrate how water is constantly moving and changing form as it travels in the earth system.

- [Why Do We Call Water A Liquid?](#) (K through 2)
- [What Turns Water Into Ice?](#) (K through 2)
- [Why Does Water Turn Into a Gas?](#) (K through 2)
- [How Does Water Vapor Change Into Liquid Water?](#) (K through 2)
- [What is the Water Cycle?](#) (K through 2)
- [Water \(Cycle\) Models](#) (Upper Elementary, Middle School)
- [Water Cycle Interactive at DiscoverWater.org](#)

Your Water Resources - Lessons about where our water comes from, how it is stored, and how it gets to your home.

- [Phoenix Watershed Interactive](#)
- [Many Trips to Phoenix](#) (Middle School, High School)
- [Surface Water: Dam It Up!](#) (Middle School, High School)
- [There's Water Underground](#) (Middle School, High School)
- [Yesterday and Today](#) (Middle School, High School)
- [Pioneer Phoenicians](#) (Middle School, High School)
- [How Much Will You Pay?](#) (Middle School, High School)
- [How Is Water Collected and Saved for Us?](#) (K through 2)
- [How is Water Shared?](#) (K through 2)
- [Water Treatment](#) (Middle School, High School)
- [Investigate Fresh Water Habitats at DiscoverWater.org](#)
- [Discover Ocean Habitats at DiscoverWater.org](#)
- [Build a Water Documentary at Beyond the Mirage](#)

Water Science and Characteristics - Lessons about the characteristics and importance of water for life on the planet.

- [Water You Drink? \(Desert Plant Adaptations\)](#) (Middle School, High School)
- [Water Properties and Measurements \(USGS Water Science School Resources\)](#)
- [Water is Our Best Friend](#) (K through 2)
- [How Does Water Help Us?](#) (K through 2)
- [How Does Water Play With Us?](#) (K through 2)

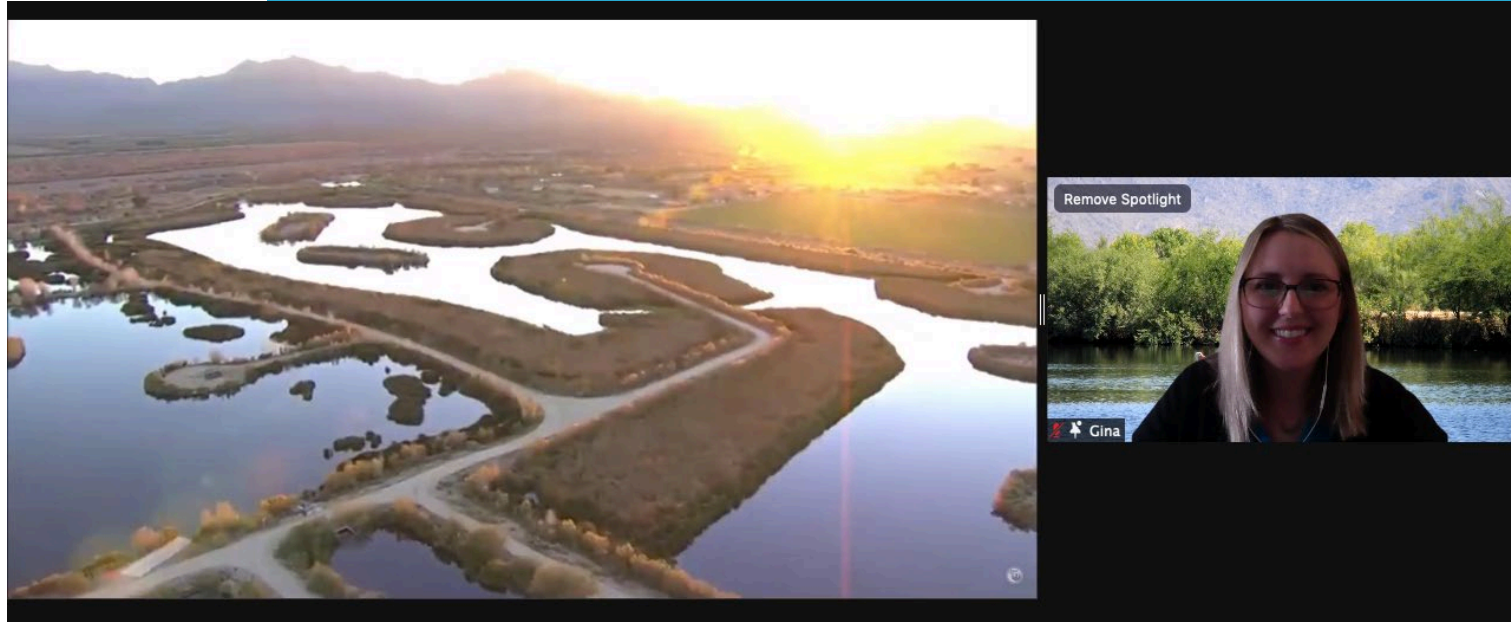
Water Conservation and Efficiency - Lessons exploring how we can use water wisely.

- [Phoenix Conservation Interactive](#)
- [Phoenix Business Conservation Interactive](#)
- [How Can We Save Water?](#) (K through 2)
- [All the Water In the World](#) (Middle School, High School)
- [The Water You Use](#) (Middle School, High School)
- [The Water They Use](#) (Middle School, High School)
- [Saving Water at Home](#) (Middle School, High School) (Science, Math, Social Studies)
- [Xeriscape! You Escape!](#) (Upper Elementary, Middle School)
- [Water Scene Investigations](#) (Middle School, High School)

Caring for Our Watershed - Lessons exploring how to care for our watershed and the environment.

- [Stormwater in the Desert](#) (Grades 6-12)
- [Explore the Stormwater Interactive](#)
- [Branching Out](#) (Middle School)
- [Explore Watersheds at Discoverwater.org](#)

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LANDSCAPE RESOURCES

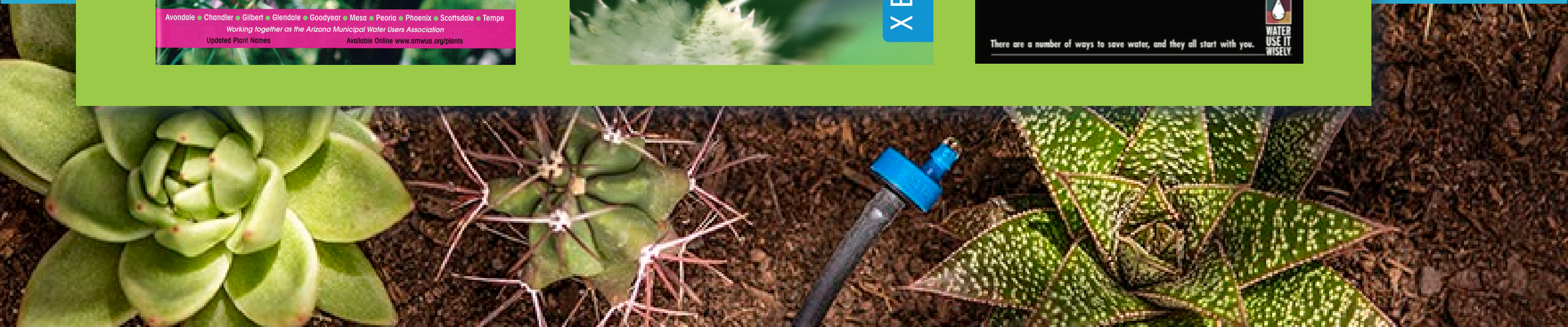
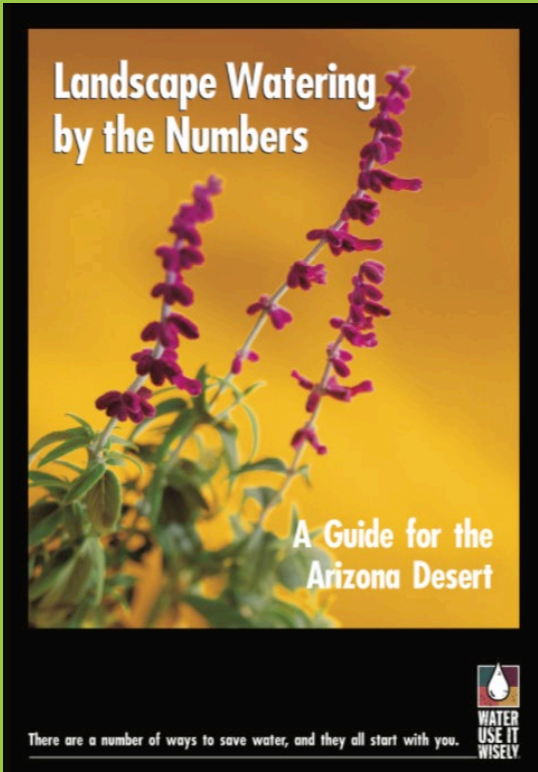
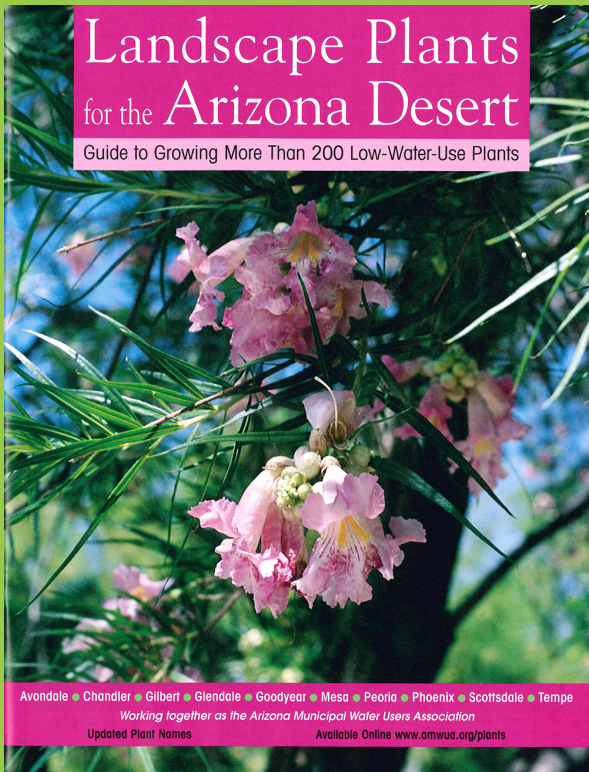
- PLANT GUIDES
- XERISCAPE DESIGN
- WATERING GUIDES

INFOGRAPHIC GUIDES

- TREES
- SHRUBS
- TURF



PARTNERSHIPS



Spring Planting

Spring Planting

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GROWING FOOD BEARING TREES THAT USE LESS WATER



PARTNERSHIPS

Food Bearing Trees



Trees have so many benefits including providing food year after year. Learn about selecting food-bearing trees while considering water savings through tree selection and watering techniques. Phoenix Water has partnered with Trees Matter to provide each video listed below.

Native to the Sonoran Desert, Ironwood Trees provide habitat, restoration and food.

Ironwood Trees >

First introduced to the United States in the late 1700's, Mission Fig Trees are hardy and do exceptionally well in our desert environment.

Fig Trees >

Acorns in the Desert? The Southern Live Oak Flourishes in Phoenix.

Southern Live Oak >

Learn about growing Pomegranate Trees to add some of their fruit to your favorite dishes.

Pomegranate Trees >

Hydrate Phoenix



Phoenix Water has partnered with Watershed Management Group to host a 5 plan series workshop to hydrate your neighborhood. Learn how to design an earth-friendly yard using simple earthworks and low-water-use plants. Each presentation includes a mini-project to create an action plan for your home.

Wednesdays, Sept 8, 15, 22, 29 & Oct 6th 2021 5:30-7PM

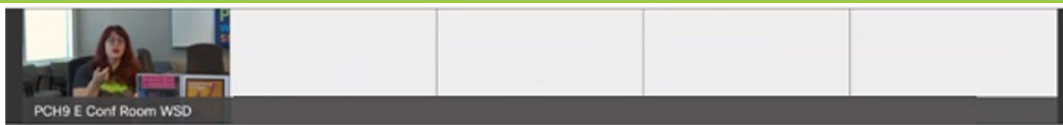
Register for Hydrate Your Yard >

Register for Hydrate Your Plants >

Register for Hydrate Your Food >

Register for Hydrate Your Soils >

Register for Hydrate With Greywater >



Leaving Stakes on Too Long



Hydrate: Your Yard

Harvest the rain with only a shovel



FALL 2021

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WORKSHOPS

JOIN US FOR THESE FREE AND INFORMATIVE WORKSHOPS!



TREES: BEST MANAGEMENT PRACTICES AND GROWING **THURSDAY, AUG. 19TH | 12-1 PM**

Phoenix Water has partnered with Trees Matter to offer a best management practices workshop. Participants will learn basic watering techniques, preparing trees for each season, identifying tree issues including common pests and diseases, and basic pruning including young tree pruning and when to hire an arborist. Gain tools and resources to improve your ability to take care of trees so they thrive in the Phoenix desert.



HYDRATE PHOENIX **WEDNESDAYS, SEPT. 8, 15, 22, 29 & OCT. 6TH | 5:30-7 PM**

Join us for this 5 week series workshop offered in partnership with Watershed Management Group to hydrate your neighborhood. Learn how to design an earth-friendly yard using simple earthworks and low-water-use plants. Each presentation includes a mini-project to create an action plan for your home. Check out your favorite topic, or attend the full series.



VEGETABLE GARDENING IN THE LOW DESERT **WEDNESDAY, OCT. 13TH | 5:30-7 PM**

There's nothing tastier than fresh vegetables grown from your own garden. The low desert provides gardeners with the opportunity to grow plants year-round, but that doesn't mean our gardens have it made in the shade. This class will cover site selection, soil preparation, plant selection, and maintenance of your vegetable garden.



LANDSCAPE WATERING **THURSDAY, OCT. 28TH | 12-1 PM**

Learn how to properly water your landscape to save time and increase the health and beauty of your plants.



WATER 101 **THURSDAY, NOV. 18TH | 12-1 PM**

Learn more about where your water comes from, how water gets to us, how we use water, where it goes to and how Phoenix is planning for the future.

TO REGISTER FOR A WORKSHOP, VISIT [PHOENIX.GOV/WATERCLOUD](https://phoenix.gov/watercloud)



CITY OF PHOENIX WATER SERVICES DEPARTMENT
QUALITY. RELIABILITY. VALUE.



PhoenixPublicLibrary

[PHOENIX.GOV/WATER](https://phoenix.gov/water)



/PHXWATER

WE SEE WATER DIFFERENTLY

YOUR GUIDE TO GREEN GRASS

WHAT IS YOUR SPRINKLER TYPE?

Spray: Steady spray of water over desired area

Rotor: Stream rotates over desired area

Multi-stream Rotor: Multiple streams rotate over desired area



DETERMINE YOUR RUN TIME

For both, set them one hour apart

Spray:

- 18 minutes total
- 3 sets of 6 minutes

Rotor & Multi-stream Rotor:

- 75 minutes total
- 3 sets of 25 minutes

CHECK YOUR WATERING DEPTH

Push a screwdriver into the soil and adjust run time based on depth

Less than 6": increase run time

More than 10": decrease run time

Between 6-10": just the right amount

Optimal time to check is one hour after watering



DON'T SET IT AND FORGET IT

Adjust your schedule and follow this monthly frequency (days between watering)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Bermuda	30	21	14	7	4	3	3	4	4	6	14	30
Rye	14	10	7	4	3	- cool season grass dies out -				3	10	14

Need a monthly reminder? Sign up for free monthly watering reminders by texting "WHENTOWATER" to 33222.

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YOUR GUIDE TO WATERING TREES

HOW MUCH WATER DOES YOUR PLANT NEED?

Tree diameter	4'	6'	10'	14'	18'	20'
Gallons of water needed	16	26	38	115	190	235

Give your tree the same amount of water every time you water
Water the "drip zone," which is the area directly beneath the canopy.



DETERMINE YOUR DRIP SYSTEM FLOW RATE



Some drip emitters are stamped with a flow rate.
The color of the emitter does not indicate the flow rate.

CALCULATE YOUR RUN TIME

$$\text{GALLONS NEEDED (GAL)} \div \text{FLOW RATE (GPH)} = \text{RUN TIME (HRS)}$$

- If you have multiple emitters, add all the flow rates together
- If you have different size shrubs, start with the average run time and adjust as needed

DON'T SET IT AND FORGET IT

Adjust your schedule and follow this frequency (days between watering)
Watering deeply but infrequently helps develop root growth & healthier trees.

TYPE OF PLANT	WATERING NEEDS	WATERING FREQUENCY - DAYS BETWEEN WATERINGS				WATERING DEPTH
		SPRING Mar - May	SUMMER May - Oct	FALL Oct - Dec	WINTER Dec - Mar	
Trees	Desert Adapted	14 - 30 days	7 - 21 days	14 - 30 days	30 - 60 days	24" - 36"
	High Water Use	7 - 12 days	7 - 10 days	7 - 12 days	14 - 30 days	24" - 36"

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YOUR GUIDE TO WATERING SHRUBS

HOW MUCH WATER DOES YOUR PLANT NEED?

Shrub diameter	1'	2'	3'	4'	5'	6'
Gallons of water needed	1	4	8	12	17	20

Ground covers need about half as much water as a shrub of the same diameter



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		SPRING Mar - May	SUMMER May - Oct	FALL Oct - Dec	WINTER Dec - Mar	
Shrubs	Desert Adapted	14 - 30 days	7 - 21 days	14 - 30 days	30 - 45 days	18" - 24"
	High Water Use	7 - 10 days	5 - 7 days	7 - 10 days	10 - 14 days	18" - 24"
Groundcovers & Vines	Desert Adapted	14 - 30 days	7 - 21 days	14 - 30 days	21 - 45 days	8" - 12"
	High Water Use	7 - 10 days	2 - 5 days	7 - 10 days	10 - 14 days	8" - 12"
Cacti & Succulents	n/a	21 - 45 days	14 - 30 days	21 - 45 days	If Needed	8" - 12"

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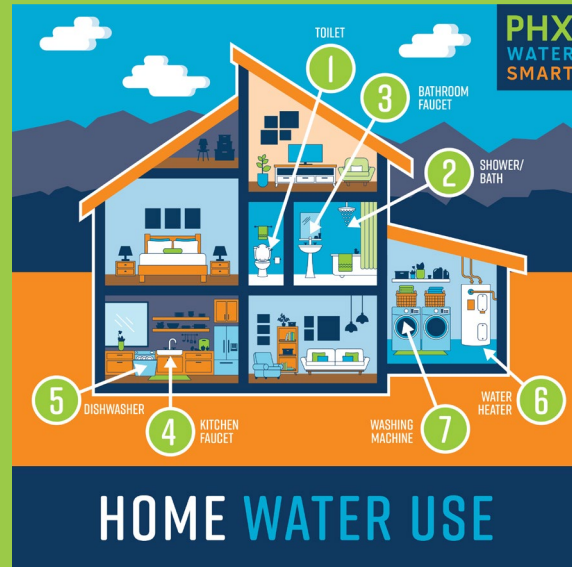
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HOME WATER USE RESOURCES

- WATER USAGE CALCULATOR
- SMART HOME WATER GUIDE
- AVERAGE DAILY WATER USAGE

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WATER USAGE CALCULATOR

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City of Phoenix - Water Usage Calculator

By entering just a few pieces of information about your household, this application will provide optimal monthly water usage.

Please be aware that these are estimates only, and may be inaccurate due to many differing factors.

Indoor Water Usage

How many people reside in your household?

Was your home built in 1994 or later?

How long is the average shower in your household (in minutes)?

How many baths are taken in your household each week?

How many loads of laundry are done each week?

Do you own a high-efficiency washing machine?

How many dishwasher loads are done each week?

Outdoor Water Usage

How many square feet of grass are on your property?

[Square Footage Measurement Tool](#)

Is the grass usually overseeded for Winter?

How many square feet of rock/desert landscaping are on your property?

[Square Footage Measurement Tool](#)

How would you describe the plant density of your yard?

How would you describe the types of plants that are found in your yard?

Does your property have a pool?



Generate Your Estimated Water Usage Report!

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Generate Your Estimated Water Usage Report!

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Water Usage Calculator - Results

Below is an estimate of how much water your household needs each month and for the entire year. Now you can compare your estimated water use to how much you actually use. Simply enter the water usage data from your City of Phoenix Water Bill into the provided areas below.

Monthly Indoor Water Usage (in Gallons)

Toilets:	480
Showers:	780
Baths:	0
Washing Machine:	360
Dishwasher:	180
Brushing Teeth:	90
Cooking and Cleaning:	600
Drinking Water:	120
Monthly Total:	2,610

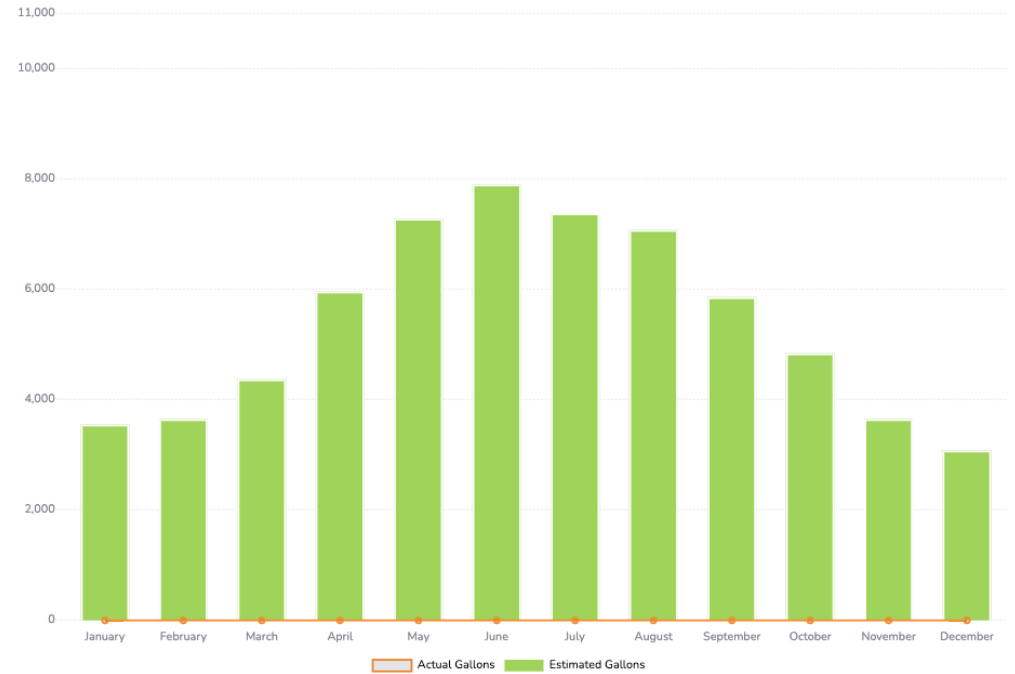
Annual Water Usage Breakdown (in Gallons)

	Indoor	Grass	Planted Areas	Pool	Outdoor Total	MONTHLY TOTAL	
Jan	2,610	100	840	0	940	3,550	
Feb	2,610	200	840	0	1,040	3,650	
Mar	2,610	500	1,260	0	1,760	4,370	
Apr	2,610	1,250	2,100	0	3,350	5,960	
May	2,610	2,150	2,520	0	4,670	7,280	
Jun	2,610	2,350	2,940	0	5,290	7,900	
Jul	2,610	2,250	2,520	0	4,770	7,380	
Aug	2,610	1,950	2,520	0	4,470	7,080	
Sep	2,610	1,150	2,100	0	3,250	5,860	
Oct	2,610	550	1,680	0	2,230	4,840	
Nov	2,610	200	840	0	1,040	3,650	
Dec	2,610	50	420	0	470	3,080	
Total:	31,320	12,700	20,580	0	33,280	64,600	

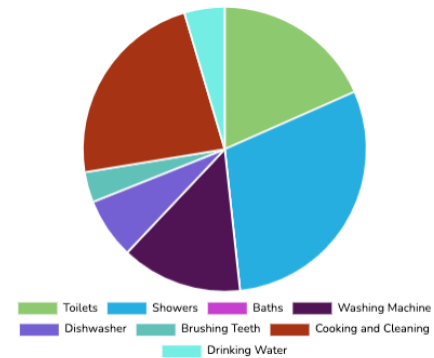
Input Actual Usage (Gallons)

Compare

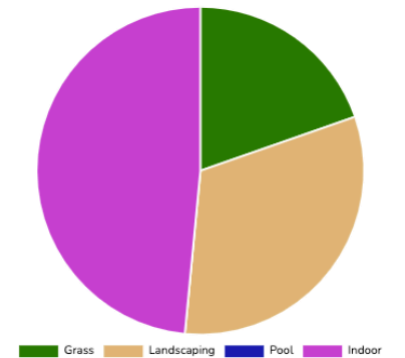
Total Water Usage - By Month



Indoor Water Usage



Annual Water Usage



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Jan	2,610	100	840	0	940	3,550	
Feb	2,610	200	840	0	1,040	3,650	
Mar	2,610	500	1,260	0	1,760	4,370	
Apr	2,610	1,250	2,100	0	3,350	5,960	
May	2,610	2,150	2,520	0	4,670	7,280	
Jun	2,610	2,350	2,940	0	5,290	7,900	
Jul	2,610	2,250	2,520	0	4,770	7,380	
Aug	2,610	1,950	2,520	0	4,470	7,080	
Sep	2,610	1,150	2,100	0	3,250	5,860	
Oct	2,610	550	1,680	0	2,230	4,840	
Nov	2,610	200	840	0	1,040	3,650	
Dec	2,610	50	420	0	470	3,080	
Total:	31,320	12,700	20,580	0	33,280	64,600	

Input Actual Usage (Gallons)

4980

5940

4720

5860

5800

6830

4920

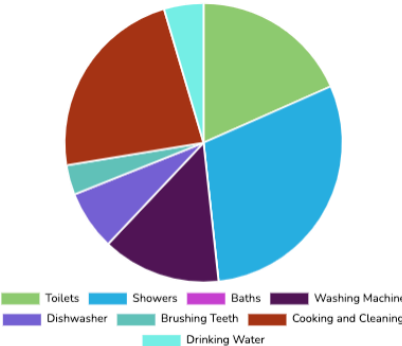
5200

Compare

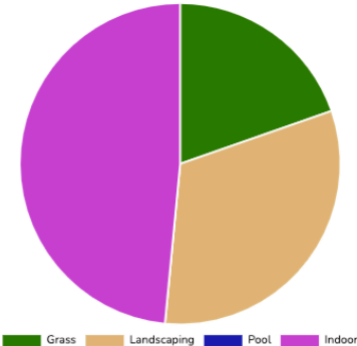
Total Water Usage - By Month



Indoor Water Usage



Annual Water Usage



PHXWATERSMART

Ciudad de Phoenix – Calculadora de Uso de Agua

Al introducir sólo unos pocos fragmentos de información sobre su hogar, esta aplicación proporcionará un uso óptimo mensual del agua.

Tenga en cuenta que estas son solo estimaciones y pueden ser inexactas debido a muchos factores diferentes.

Uso de Agua en Interiores

¿Cuánta gente reside en su hogar?

¿Su casa fue construida en 1994 o después?



¿Cuánto tiempo en promedio tardan en ducharse o bañarse en su hogar (en minutos)?

¿Cuántos baños de tina se toman en su hogar cada semana?

¿Cuántas lavadoras de ropa se hacen cada semana?

¿Tiene una lavadora de alta eficiencia?

¿Cuántas cargas de lavavajillas se hacen cada semana?

Uso de Agua en el Exterior

¿Cuántos pies cuadrados de césped tiene en su propiedad?

[Herramienta de Medición de Metros Cuadrados](#)

¿Generalmente sobre siembra el césped en el invierno?

¿Cuántos pies cuadrados de rocas/jardines desérticos hay en su propiedad?

[Herramienta de Medición de Metros Cuadrados](#)

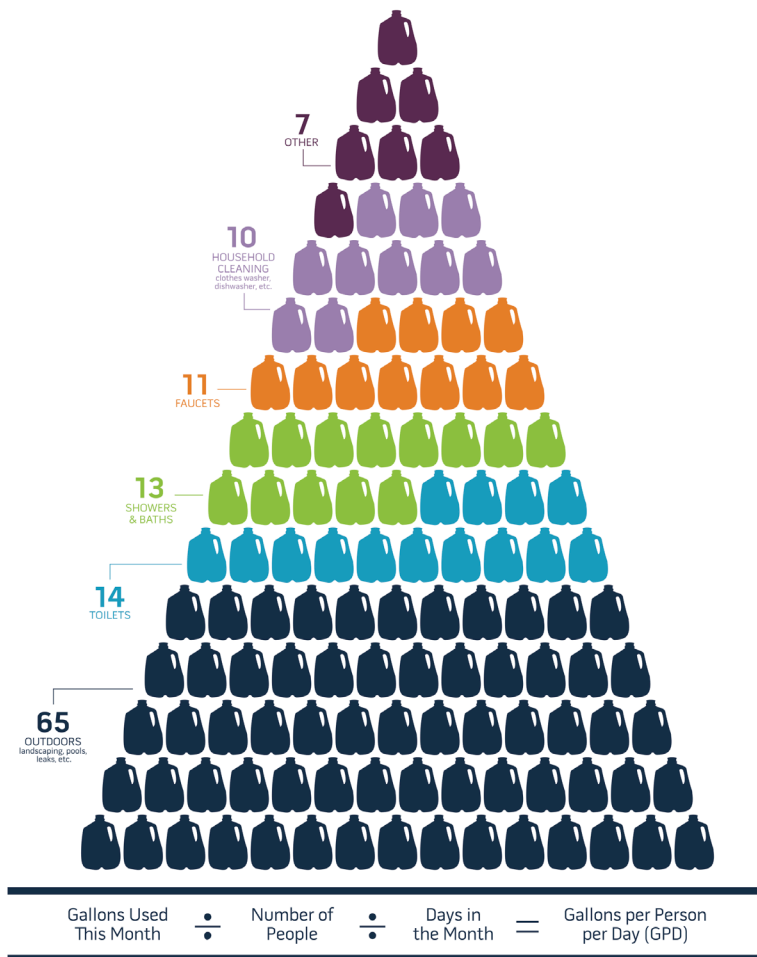
¿Cómo describiría la densidad de plantas de su jardín?

¿Cómo describiría los tipos de plantas que se encuentran en su jardín?

¿Tiene su propiedad una piscina/alberca?



Genere Su Informe Estimado de Consumo de Agua!



AVERAGE DAILY WATER USAGE



PHXWATERSMART



TO LEARN MORE, VISIT
f i o /PHXWATER PHOENIX.GOV/WATER

Adapted from the Water Research Foundation's Residential End Uses of Water, Version 2 Executive Report (2016)





amwua
ONE FOR WATER™

How to Read Your
Water Meter

Outdoor Visual
Leak Inspection

Indoor Visual
Leak Inspection

Isolation Method
for Continuous
Leaks

Water Efficiency
Around The Home

Glossary and
Resources

Smart Home Water Guide

Find & fix

LEAKS

that are

draining

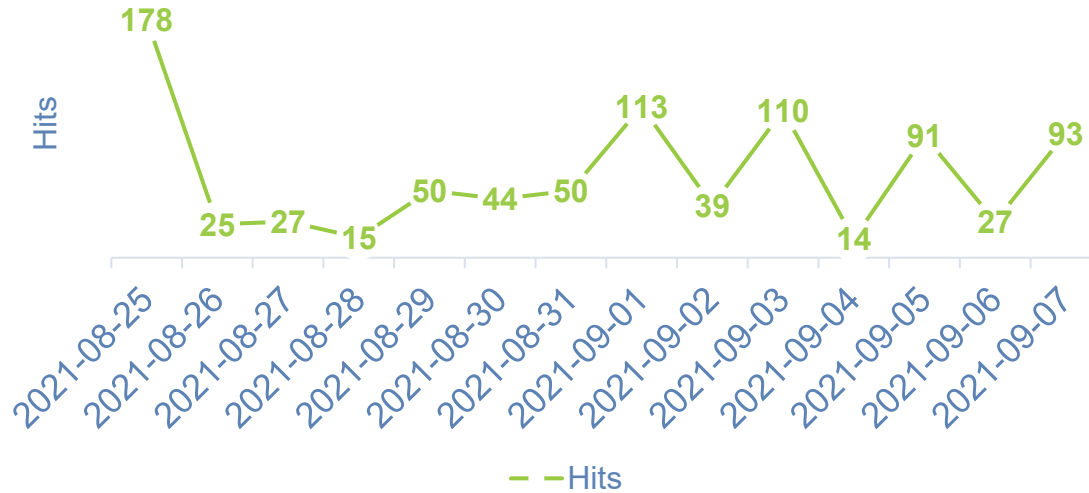
your

BUDGET



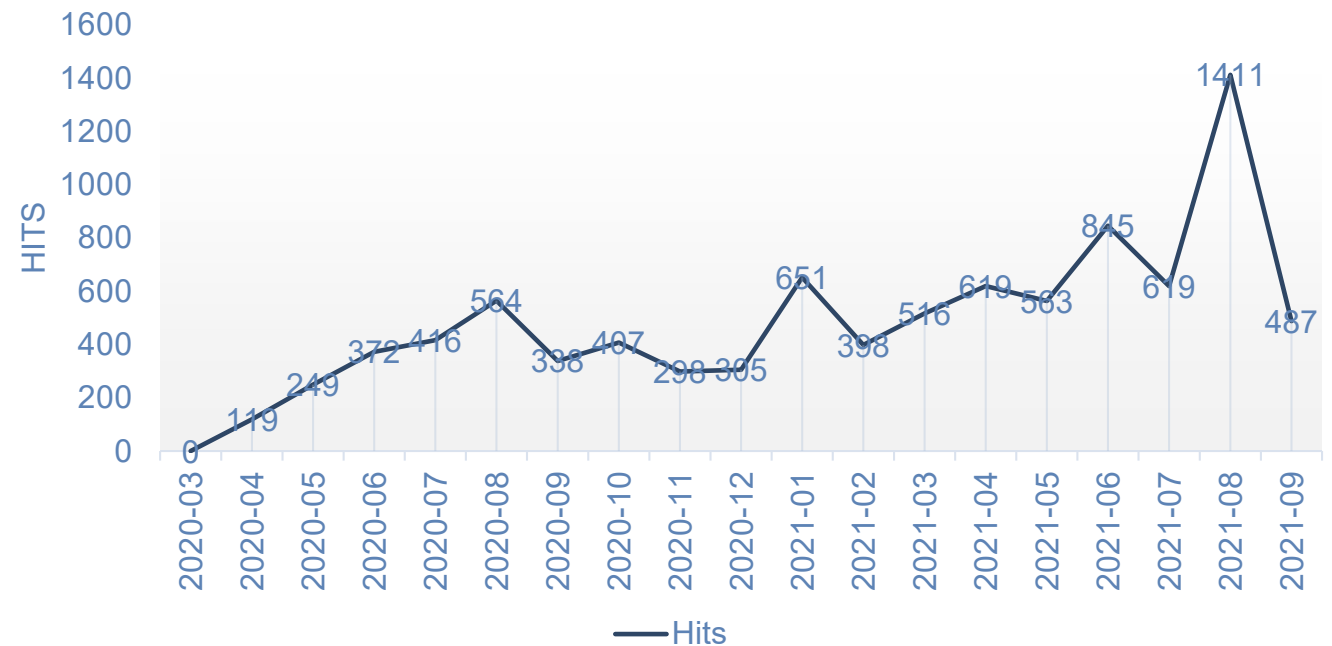
Step-by-Step Instructions
START HERE

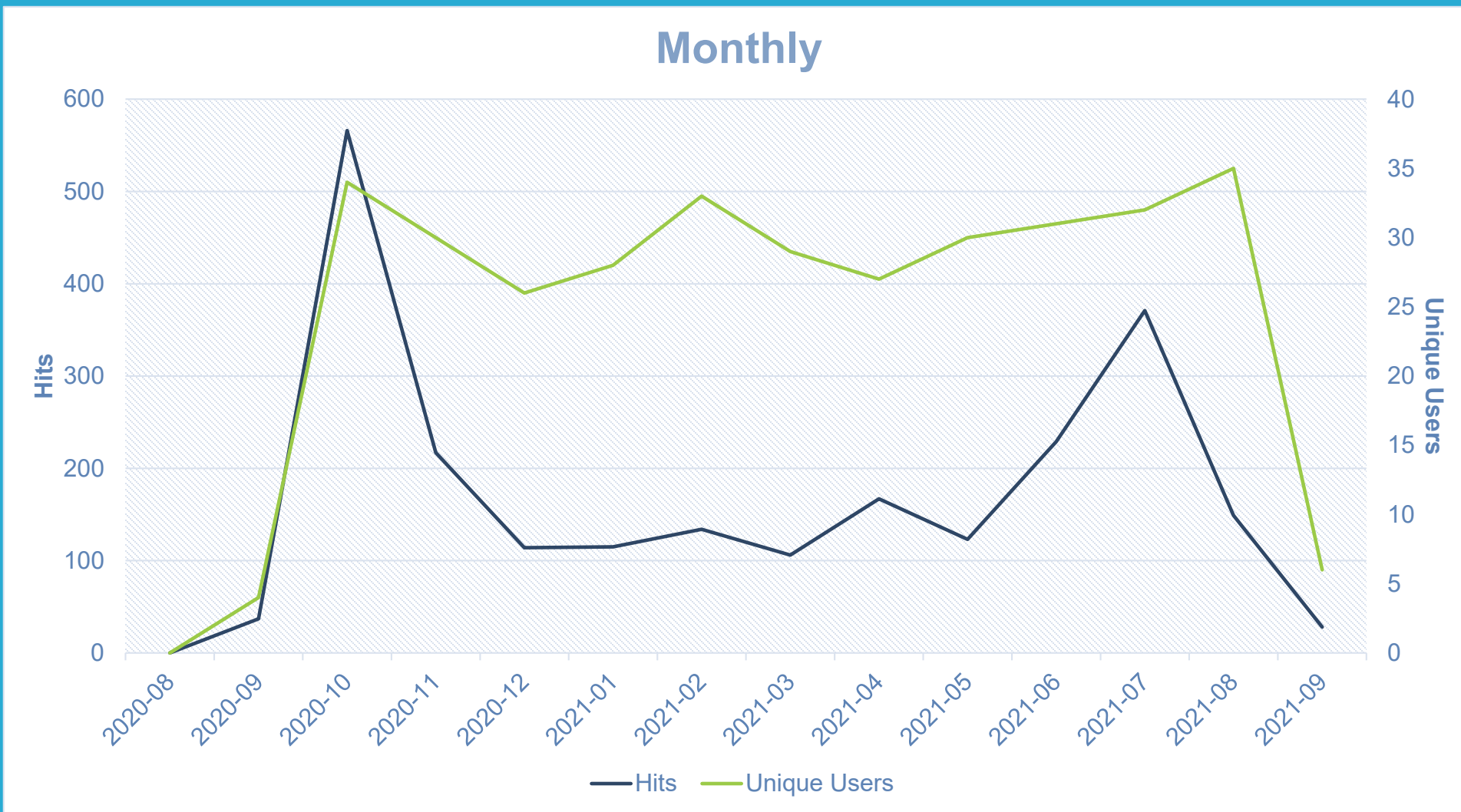
DAILY



WATER CLOUD PAGE HITS

Monthly





WORKSHOPS PAGE HITS & UNIQUE USERS

Questions?

