



2014 YEAR-END SUMMARY REPORT

Water – Use It Wisely

How can a wrench save you hundreds of gallons of water a month?

A wrench is just one of more than [100 everyday water-saving devices](#) featured in the Water – Use It Wisely water conservation campaign. At the heart of this successful movement is a partnership between several Arizona municipalities and organizations. Together, the partners orchestrate landscape workshops, classroom visits, media interviews, public events and more to spread water awareness throughout the Valley. This Year-End Summary Report is a reflection of the campaign partners’ top accomplishments over the past year. These achievements help Arizonans appreciate and conserve our most precious resource, water. After all, there are a number of ways to save water, and they all start with you.



Grab a wrench and fix that leaky faucet.
SAVINGS = 140 GAL/WEEK

About Us

What began in 1999 as a joint effort between Mesa, Phoenix and Scottsdale to launch a water conservation campaign is now the largest conservation movement of its kind. Today, hundreds of private and public entities throughout North America tap into Water – Use It Wisely. Fifteen partners drive Arizona’s WUIW coalition, sharing a commitment to sustaining our most precious resource by reducing our water use.

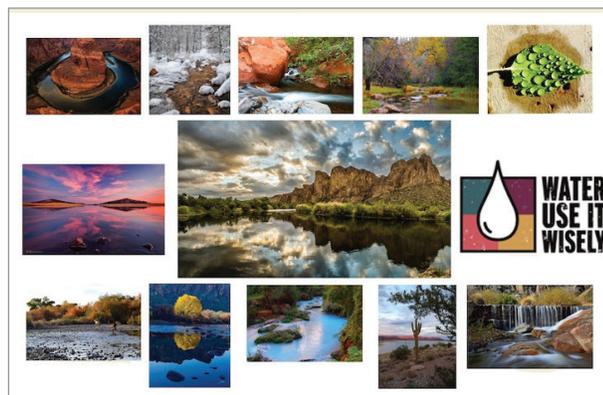
Arizonans Celebrate Water Together

Photo Contests “Rain” Supreme

This year, WUIW invited Arizonans to join us in reflecting on one of our region’s most precious resources – water – with our first ever [Celebrate AZ Water Photo Contests](#). We wondered to ourselves, what if we stepped away from a facts and figures campaign and instead asked Arizonans to share what water meant to them? What stories would those photos tell?

The response was overwhelming – 1,292 total submissions! From raging streams and serene lakes, to teary raindrops and even sparkling snow, Arizonans snapped water in a surprising number of enchanting forms. The photo contests made conservation of a finite resource personal and beautiful, all while conveying the importance of water conservation.

- » Each entrant was signed up for WUIW’s monthly eNewsletter
- » Fall winner received a \$500 gift card to a local nursery
- » Spring winner received a \$1,000 houseboat vacation on Lake Powell
- » Spring entrants had the option to enter the contest through our Facebook page, and in just 55 days our Fan count jumped from 1,442 fans to 2,962!



A collage of contest finalists



The Arizona Water Partners are:

- » AMWUA
- » EPCOR Water
- » Global Water Resources
- » Salt River Project

And the Municipalities of:

- » Avondale
- » Chandler
- » Fountain Hills
- » Glendale
- » Mesa
- » Peoria
- » Phoenix
- » Queen Creek
- » Scottsdale
- » Surprise
- » Tempe

Our Mission:

Keep water conservation in the forefront of people’s minds by combining funds for better buying power and to maximize media exposure.

Contact Us:

If you are interested in becoming a partner, please email us at jointhecause@wateruseitwisely.com.



David Creech, our spring photo contest winner, poses for a photo with the WUIW steering committee.

Events



SRP's Water Conservation Expo

March 8, 2014



The One for Water 4-Miler race

March 22, 2014, during Fix-a-Leak Week.



Earth Day at the Phoenix Zoo

April 19, 2014, attended by over 5,725 people.



Water Tower Tour

Standing 16 feet tall and constructed from 136 one-gallon jugs, the WUIW water-use pyramid is an amazing visual of the typical water use by each person each day here in the Valley. The physical representation never fails to widen eyes and create a sense of urgency around water conservation.

This year, the tower traveled to city halls and municipal buildings all over the Phoenix-metro area, including a stop at the Glendale Main Library (as seen here).

Fall Media Buy October/November

Media Partner: Channel 3

Television

- » Placed 717 (30-second) spots during morning, evening and weekend news
- » Placed 164 (10-second) photo contest promo spots on morning, evening and weekend news and sister station CW
- » The partners were showcased in three 3-4 minute **segments** in studio and one on-location interview at PHX Renews Garden that aired on Your Life A to Z.
- » Segment topics included landscape watering, fall planting, WaterSense and xeriscaping

Digital

- » 930,187 Mobile Display banner impressions
- » 300,284 Run of Site banner impressions
- » 187,502 Interactive Film Strip impressions on Ch.3 homepage and News page
- » 75,031 Expandable Video Display impressions
- » Two featured email blasts to a Ch.3 database of 182,942 opt-in subscribers

Media Partner: Rosie on the House

Radio

- » Three (60-second) spots airing once per hour each Saturday
- » One hour-long garden host guest spot
- » Two 2-5 minute interviews
- » One eNewsletter inclusion resulting in 5,556 opens



Spring Media Buy March/April/May

Media Partner: Channel 15

Television

- » Placed 233 (30-second) spots during morning, evening and weekend news
- » Placed 168 (10-second) photo contest promo spots on morning, evening and weekend news
- » The partners were showcased in four 3-4 minute **segments** in studio that aired on Sonoran Living.
- » Segment topics included how to detect leaks, pollinator friendly plants, desert tree care and checking your irrigation before summer.

Digital

- » Two featured email blasts to a Ch.15 database of 144,382 opt-in subscribers
- » Nine dedicated abc15 Facebook posts resulting in 374,029 total reach
- » 1,070,779 Run of Site banner impressions
- » 700,000 Homepage Spotlight impressions
- » 224,145 Expandable Display Impressions

Media Partner: Rosie on the House

Radio

- » Three (60-second) spots airing once per hour each Saturday
- » One hour-long garden host guest spot
- » Two 2-5 minute interviews
- » One eNewsletter inclusion resulting in 6,288 opens



Media Partner: KJZZ/KBAQ and KTAR

Radio

- » 60 radio spots promoting Fix-a-Leak-Week the third week in March

Website: One-year Analytics

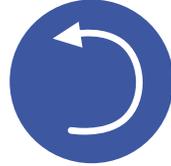
There was still plenty to be excited about one year after the new website went live:

941,264
TOTAL WEBSITE VISITORS



UP **23%**
FROM LAST YEAR

6% INCREASE IN



RETURNING
WEBSITE VISITORS

WEBSITE
VISITORS



STAYING ON OUR
SITE **2X** AS LONG

15% OF WEBSITE VISITORS
ENTER THROUGH A
MOBILE DEVICE



UP **6.2%**
FROM LAST YEAR

Monthly eNewsletter

Using the [blog posts](#) as content, our first eNewsletter blasted in March to 1,500+ opt-in subscribers. With the additional 1,292 sign-ups garnered through the photo contests, plus daily opt-ins from our website, we more than doubled our database. We attribute our 25% (average) email open rate to our fresh, informative and interesting content.



Social Media



Facebook

WUIW enjoys an international fan base, but it was important to increase our local fan base as well, since we often post timely updates specific to our state. We were happy to see that our Facebook following increased by 1,520 local fans at the conclusion of our successful photo contests, and we doubled our post reach from 200 to 400 people per post.



Twitter

WUIW continued to post our popular water-saving tips, but also introduced a multitude of other content, such as our on-air media segments, photos and blog posts. The Twitterverse responded positively and we saw a spike in followers and retweets.



Pinterest

Taking advantage of this visual social media platform, we populated boards that would help demonstrate the beauty of water conservation, xeriscaping, low-water-use plants and more! We expected that our water-saving tips board would be heavily shared, but we weren't expecting our average daily impressions to be over 1,000! Our Average Daily Water Usage infographic has been re-pinned a whopping 226 times!



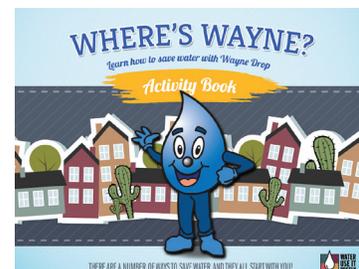
Blog

Last year we introduced a brand new, visually engaging website, and a prominent blog feature. With over 2,500 daily website visitors, we have been an enticing opportunity for guest bloggers because of the great exposure we provide them with our website traffic. The blogs are the main content for our monthly eNewsletter.

Looking Forward

Below are some high points for the '14-'15 fiscal year:

- » Harkins Theatre advertising
- » Pandora radio with banners linking to [Landscape Watering Guide landing page](#)
- » Water-saving toolkit landing page
- » Green Living Magazine print and online advertising
- » Pinterest group boards
- » Updated [Kid's webpage](#) to increase engagement
- » Where's Wayne Kid's Contest



Water - Use It Wisely outreach BY THE NUMBERS

3.3 million
online banner
impressions

Over 100
water-saving
tips provided



1,327 TV spots
2 Rosie on the House Garden Hosting Seats
1,582 eNewsletter sign-ups

4,000
Duckies given away at the
Phoenix Zoo's Earth Day

7 Pinterest Boards **307** Total Pins, **5** Repins Averaged Daily

941,264
visitors to wateruseitwisely.com

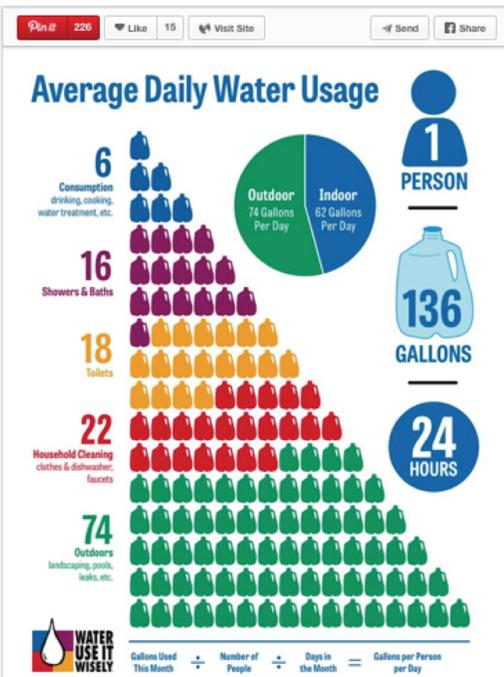
4 Channel 3
Your Life A to Z Segments



60 Fix-a-Leak Week
radio spots

Participated in
One 4-miler run in Peoria

5,790
Twitter
followers



24 Rosie on the House radio spots

36 blog
posts

15 water
partners

#1 game on Kids page?
Tip Tank!

4 ABC 15 Sonoran Living Segments

Repinned over **226** times

25% average email
blast open rate

2,938 fans

2,500 daily website visitors