



2016 FISCAL YEAR-END SUMMARY REPORT

Water – Use It Wisely

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

A tuna can 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.



Catch water in an empty tuna can to measure sprinkler output
SAVINGS = 2,000 GAL/YR

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.



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

We are excited to have Arizona Department of Water Resources and Central Arizona Project joining the partnership for fiscal year 2017.

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

Drab to Fab: Backyard Rehab

Landscape Makeover Prize Yields our Most Successful Contest Yet!

This year, Water – Use It Wisely challenged Arizonans to help their yards drink responsibly with the launch of the [Drab to Fab: Backyard Rehab](#) campaign. The goal of the campaign was to increase awareness about the conservation benefits of Xeriscape design, teaching the community about Xeriscape design principles and uprooting the common misconception that converting to Xeriscape (not to be confused with "Zero-scape") means ending up with a yard that looks like a barren wasteland with nothing but cactus and rock.

With the help of promotional partners Ewing Irrigation, Arizona Nursery Association's (ANA) "Plant-Something" campaign and Arizona Landscape Contractors' Association (ALCA), Water – Use It Wisely put together an attractive promotion to educate the community about Xeriscape's aesthetic and water conservation benefits, and draw attention to the many beautiful, low-water-use plants native to the Sonoran Desert that burst with color and attract wildlife such as hummingbirds and butterflies. At the heart of the Drab to Fab campaign was a contest to give away a fabulous Xeriscape landscape makeover package valued at \$8,000 to one lucky homeowner in the Phoenix-metro area. With support from media partners ABC15, Rosie on the House and Pandora, Water – Use It Wisely promoted the giveaway through weekly TV segments with Terri Ouellette and Susan Casper on ABC15's Sonoran Living and radio interviews with Rosie and Romey Romero during the outdoor living hour of Rosie on the House.

The response was overwhelming – **10,901 people entered the contest for a chance to win.** In the end, it was Lisa and Alan from the City of Avondale, that were the lucky homeowners to be selected as the winners of the Drab to Fab: Backyard Rehab. Congratulations, Lisa and Alan!

The Drab to Fab: Backyard Rehab campaign will continue through fiscal year 16/17 as we follow Lisa and Alan's Xeriscape installation with a video series that will be promoted through a Fall social media campaign. Stay tuned!



Wayne Drop and Drab to Fab: Backyard Rehab winner, Lisa from Avondale.

Events



Green Planet Festival
November 7, 2015



Water Tower Tour - Glendale Public Library
March 8, 2016



Earth Day at Salt River Pima-Maricopa Indian Community - April 9, 2016



Día Del Niño at the Phoenix Zoo
April 17, 2016



Sonoran Living spot with ALCA at ABC15
May 10, 2016

Fall Media Buy October/November 2015

Media Partners: Direct TV and COX Cable

Television

- » Promoted WUIW [Outdoor Water Use PSA](#) (30-second)
- » Channels included USA, TNT, FX, Bravo, Food Network, HGTV and AMC
- » Placed 390 total (30-second) spots
- » 98 average spot plays per week
- » 160 spots aired during primetime hours (7pm - 10pm)
- » 121 spots aired during daytime hours (8am - 3pm)
- » 61 spots aired during early evening hours (3pm - 5pm)
- » 48 spots aired during late night hours (10pm - 12am)

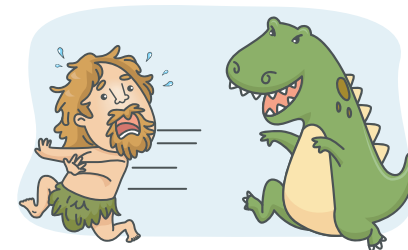
Media Partner: 99.9 KEZ

Radio

- » Promoted fall reprogramming of landscape water timers
- » Placed 145 total (15- and 30-second) spots
- » Placed 93 total (30-second) spots
- » Placed 52 total (15-second) spots
- » 36 average spot plays per week
- » 1,044,400 total number of impressions



The animated outdoor water-use TV commercial made a big splash, reminding viewers that up to 70% of water use doesn't occur in the home, but outside.



30-second radio spot: A good reminder to turn back your timers - just not to prehistoric times!

Spring Media Buy April/May 2016

Media Partner: ABC15

Television

- » Placed 1,082 [contest promo \(15-second\)](#) and [Outdoor Water Use PSA \(30-second\) spots](#) during prime morning, evening and weekend times
- » The partners were showcased in four [3-4 minute in-studio segments](#) that aired on Sonoran Living
- » Segment topics included the principles of Xeriscape design, choosing plants wisely, proper irrigation techniques and the benefits of hiring an ALCA certified landscape contractor
- » Achieved 10,779,000 total impressions

Digital

- » Four dedicated email blasts to a Ch.15 database of 103,444 opt-in subscribers
- » 600,082 digital display banner impressions
- » 187,385 homepage spotlight impressions
- » 4,649 total banner ad clicks

Media Partner: Rosie on the House

Radio

- » Eight (30-second) radio spots to 50,000 weekly listeners
- » Four 3-6 minute Garden Hour interviews

Media Partner: Pandora

Internet Radio

- » Display everywhere banner ads
- » Mobile audio & mobile banner ads
- » 850,281 total impressions



ABC 15's Terri O tapes a Drab to Fab promo with Wayne Drop to encourage people to convert their water-thirsty drab yards to Xeriscape.

Website Analytics



00:02:15

Average time spent on website



17.85%

Percentage of Return Visitors



628,181

Total Number of Visitors

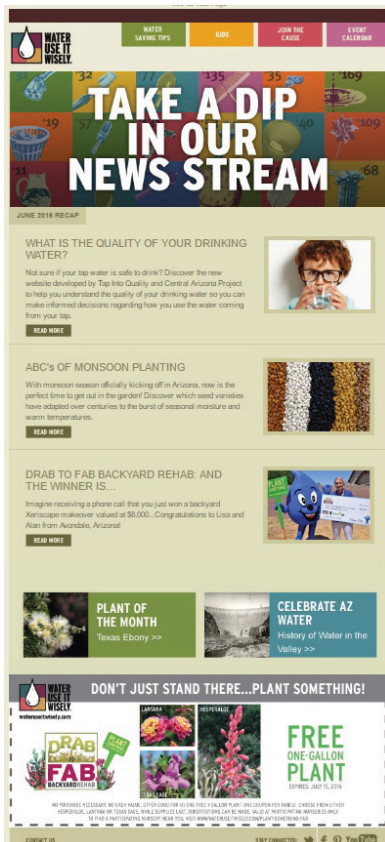


82.15%

Percentage of New Visitors

Monthly eNewsletter

The launch of the Drab to Fab: Backyard Rehab generated an extraordinary amount of interest, more than doubling the audience of our Monthly eNewsletter to **over 12,600 opt-in subscribers** from 6,287 in 2015. That's more than eight times the amount of monthly subscribers who received the very first WUIW monthly eNewsletter when it launched in March of 2015. Our [blog content](#) continues to inform, entertain and inspire.



Social Media



Facebook

Engagement among the Facebook community reached record-breaking levels this year. WUIW collected **over 4,700 new Facebook followers**, reaching **8,411 Facebook fans total**. Our timely and relevant content received an average of over **30,000 total post impressions per month** with over **770 average monthly engaged users**.



Twitter

WUIW continued to post our popular water-saving tips, photos and content through on-air media segments, photos and blog posts. Adding nearly 2,000 new followers this fiscal year, WUIW surpassed **10,500 total Twitter followers**.



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 **over 1,300 average daily impressions**. WUIW images are pinned 700 times on average per month.



Blog

With **over 3,864 pageviews per day**, the WUIW website is an enticing opportunity for guest bloggers because of the great exposure we provide them with our website traffic. Of course, the blog is also a great way for Water – Use It Wisely partners to share their own news and programs. The blogs are the main content for our monthly eNewsletter.

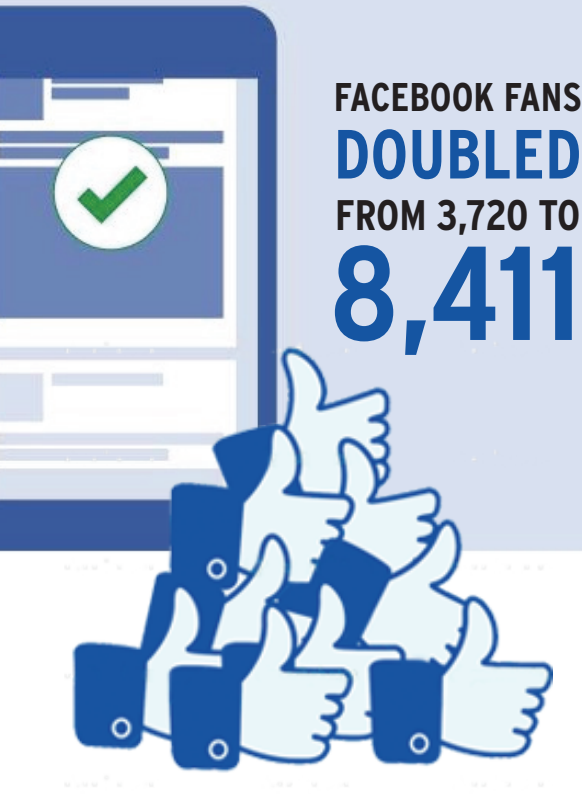
Looking Forward

High points for fiscal year 16/17:

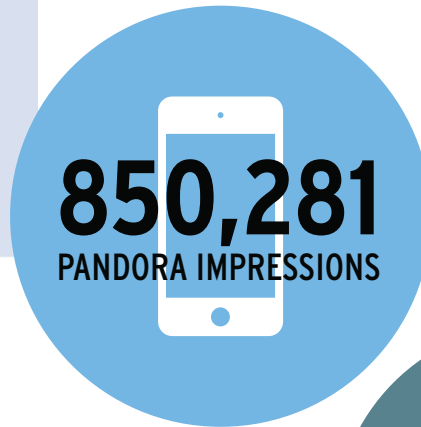
- » New partners including Arizona Department of Water Resources (ADWR) and Central Arizona Project (CAP)
- » Partnership with Local First Arizona
- » The [Phoenix Zoo Nature Connects Exhibit](#) (larger-than-life sculptures constructed from LEGO® bricks)
- » Drab to Fab: Backyard Rehab video series and social media campaign



WATER - USE IT WISELY | OUTREACH BY THE NUMBERS



360,576
FACEBOOK POST
IMPRESSIONS



6,917
YOUTUBE
VIEWS



20,000
WAYNE DROP
BOOKMARKS
DISTRIBUTED
TO WUIW
PARTNERS

