



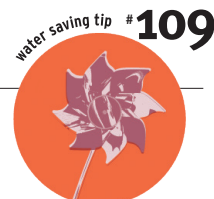
2017 FISCAL YEAR-END SUMMARY REPORT

Water – Use It Wisely

How can a pinwheel save you hundreds of gallons of water each month?

A pinwheel 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 reflects 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.



Don't water your lawn on windy days when most of the water blows away.
SAVINGS = 1,000 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 (WUIW). [Seventeen 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
- » ADWR
- » CAP
- » EPCOR Water
- » Global Water Resources
- » Salt River Project

And the municipalities of:

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

We are excited to welcome the cities of Buckeye and Flagstaff to the partnership for fiscal year 2017-2018.

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 Contests

Contests yield a video series, community engagement, teachable moments... oh, and did we mention, two excited winners!

How did Water – Use it Wisely decide to follow our most successful campaign and contest to date? Simple... we decided to do it again! Challenging residents to 'help their yard drink responsibly' and focusing on the power of Xeriscape to transform a less-than-desirable landscape into one that enhances both the lifestyle of residents and the Sonoran Desert environment, the [Drab to Fab Backyard Rehab campaign](#) rewrote the tired narrative that 'one must sacrifice' to be sustainable.

Drab to Fab 10-Part Video Series: How did we engage the 10,900 entrants who didn't win our spring 2016 contest? Working with our winner, Lisa O. from Avondale, during the summer and fall of 2016, Water – Use it Wisely participated in the creation of six-minute videos demonstrating basic steps to install a fabulous backyard. A series of fun 40-second landscape tips was also produced with partners and ABC15's TV celebrity, Terri Ouellette, and aired during our fall network media buy and through social media channels.



Drab to Fab 2 Spring Campaign & Contest: Working with our media partners, ABC15's Sonoran Living Live and KTAR's Rosie on the House, we brought in our promotional partners once again, Ewing Irrigation & Landscape Supply, Arizona Nursery Association's "Plant-Something" campaign, and Arizona Landscape Contractors' Association. These experts, along with WUIW partners, promoted the spring contest giveaway (this time a landscape makeover valued at \$9,000), and provided landscape tips during weekly TV interview segments, radio interviews and through social media. Remarkably, we surpassed last year's contest with a record 11,576 entries (compared to 10,901 in 2016). [Paul M. from Tempe is our 2017 winner!](#) With a DRAB back yard of Bermuda grass and a lone mesquite tree, we look forward to another REHAB!

Now Showing



The Arizona Nursery Association visits Harper's Nursery to talk about plant selection in [Video 3](#).



Leeann Yacuel from SRP introduces our Ewing Irrigation expert in [Video 4](#), all about irrigating your landscape efficiently.



Arizona Landscape Contractors' Association experts reveal the design to Lisa, our 2016 winner, in [Video 5](#).



Sonoran Living Live host, [Terri O](#), and [Wayne Drop](#) promote the Drab to Fab Backyard Rehab Spring 2017 contest.



Anne Stahley from Glendale is on set with Terri O to tape Backyard Rehab [Tip #4](#) about fixing your irrigation leaks.

Fall Media Buy October/November 2016

The focus of this buy was the big reveal — the unveiling of the new and improved landscape for our spring Drab to Fab winner. This included partner appearances with Terri O on ABC15's Sonoran Living Live and several interviews with the hosts of KTAR's Rosie on the House radio show. The promotion continued on our media partners' websites, Facebook, and Twitter pages. The fall media buy had a total of **4.9 million** impressions.

ABC15's Sonoran Living Live Segments & ABC15.COM Digital Media

- » 3.5 million impressions with 217 on-air PSAs & two interview segments
- » 392,614 Facebook fans reached, generating 15,217 post clicks
- » 160,010 impressions from online web ads targeting homeowners
- » 28,571 Drab to Fab emails targeted to homeowners
- » 6,610 impressions via Twitter engagement

Rosie on the House Radio Interviews & Online Digital Media

- » 800,000 impressions from eight radio ads and four interviews
- » 20,337 impressions from four eNewsletters with a WUIW video promo
- » 837 social media impressions



[Sonoran Living Live](#) segment with Jennifer Davidson (Scottsdale), Ben Graff (CAP), Terri O (ABC15), and Warren Gorowitz (Ewing Irrigation).

what is an impression?



A unit of measurement in digital advertising that represents an ad view.

Spring Media Buy April/May 2017

In spring, we kicked off Drab to Fab 2 with another contest and landscape makeover package valued at \$9,000. Partners covered an array of topics, from how to attract pollinators to proper irrigation techniques. This buy included on-air appearances, radio interviews, and an abundance of social media posts on Facebook and Twitter. Total spring impressions were **8.8 million**.

ABC15's Sonoran Living Live Segments & ABC15.COM Digital Media

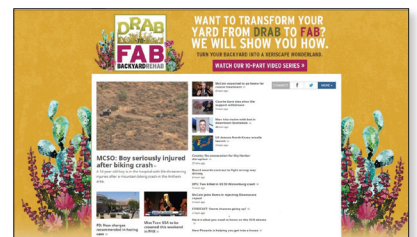
- » 6.6 million impressions with 405 on-air PSAs & eight interview segments
- » 115,000 impressions from four live appearances on ABC15 News at 11 am (NEW this year)
- » 509,397 impressions from homepage wallpaper
- » 173,649 Drab to Fab emails targeted to homeowners
- » 594,934 Facebook fans reached, generating 17,513 post clicks
- » 21,727 impressions via Twitter engagement



Donna DiFrancesco from Mesa talks to ABC15 news anchor, Justin Pazera, about the three easy steps for efficient landscape watering.

Rosie on the House Radio Interviews & Online Digital Media

- » 800,000 impressions from eight radio ads and four interviews
- » 17,124 impressions from four eNewsletters with a WUIW video promo
- » 2,979 digital impressions from a four-week homepage digital ad
- » 1,161 social media impressions



ABC15.COM featured a digital home page takeover "Wallpaper" ad on their most popular landing page during certain dates of the spring buy.

Social Media



Website & Weekly Blogs

The heart of the Water – Use it Wisely campaign is its [website](#), boasting 100+ water saving tips, helpful links and resources, watering guides, landscape care, kids pages, event calendars, and more. With nearly half a million visitors annually and **2,413 page views per day**, the site also provides great exposure for our [weekly blogs](#) and water conservation news from our WUIW partners. Outside experts and guest bloggers also submit relevant water news to share on the site. Averaging seven new blogs monthly keeps our homepage active and dynamic.



Facebook

This was a banner year for WUIW's Facebook page. With more than 4,800 new Facebook followers, we ended the year with a grand total of **13,259 fans**. We increased the number of weekly posts from an average of four per week to just over seven, and shared more content from our water partners and colleagues in the industry, such as landscape classes, news about the drought, and trends in water conservation. What is particularly noteworthy is that our average impressions per month went from 30,000 to more than 169,000 and our total [Facebook](#) impressions for the year were just over 2 million!



YouTube

With 76 original video clips to share and counting — 28 posted this year — WUIW has also utilized its [YouTube](#) channel to showcase the 10-part Drab to Fab video series, as well as many other informative clips, including our 10 quick tips to help your yard drink responsibly! Over the past year, we had **14,953 total views**, which racked up an amazing 31,344 minutes of watch time.



Twitter

Our popular 100+ water-saving tips generate considerable engagement on our [Twitter](#) page. The short, simple ideas are easy to share and impactful. In addition, blog promotions, photos, videos, and trends in water round out the variety of content we share. An average of four posts per day provided plenty of opportunities to reach our followers. Our Twitter fan base grew by 1,200, ending the year with a total of **11,700 followers**.



Pinterest

Taking advantage of this visual social media platform, we populated twelve boards (with 190 posts in the past year) to share the beauty and functionality of Xeriscape landscaping, low-water-use plants, water conservation infographics, and more! We thought that our water-saving tips board would be very popular and we were proven right. Our [Pinterest](#) site netted **6,894 average daily impressions** (that's 2.5 million annual impressions!) and WUIW images are pinned an average of 750 times per month.

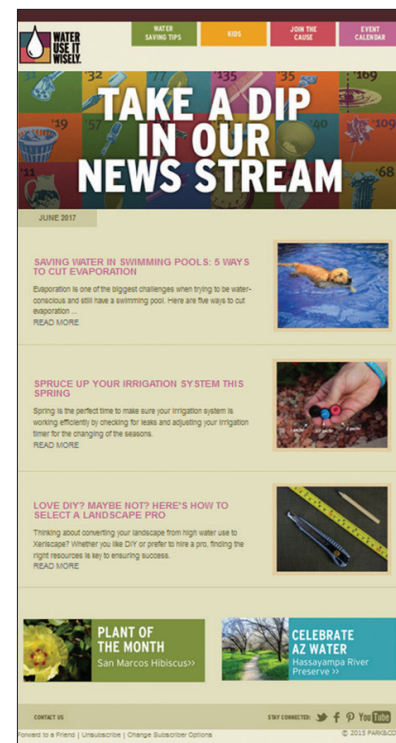


Instagram

WUIW has added [Instagram](#) to its list of social media channels. Why? Because as the old saying goes, "A picture is worth a thousand words!" It's an excellent outlet to maximize exposure for images from our Plant of the Month series, Wayne Drop sightings, the Water Tower Tour, and other partner events. We have **482 followers** and look forward to continuing to utilize this platform to share ideas and reach a younger audience, who are also one of social media's most engaged set of users.

Monthly eNewsletter

Our monthly [eNewsletter](#) continues to make waves. The two Drab to Fab Backyard Rehab contests generated an extraordinary amount of [newsletter sign-ups](#), taking the number from 6,287 in 2015 to an amazing **22,117 subscribers** as of June 2017. And, with the addition of SumoMe, a pop-up application that prompts website visitors to sign up, that number continues to grow. The blogs are used to create the content, offering our readers educational and entertaining ways to save water and live sustainably, and we deliver it right to their inboxes!



2,030,000
Yearly Facebook
Impressions

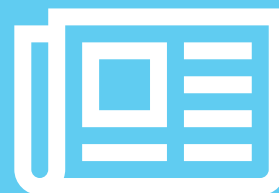


14,953
YouTube Views



22,117
eNewsletter
Subscribers

83
BLOG
Articles



Events & Outreach



Phoenix Zoo - Nature Connects Lego Exhibit

Last fall, Water – Use It Wisely partnered with the Phoenix Zoo and [Nature Connects®](#), which featured 26 larger-than-life sculptures constructed by hand from thousands of LEGO® bricks. These amazing creations were placed throughout the Zoo's trails, enhancing the guest experience at every turn. For this sponsorship, the WUIW logo appeared with the

hummingbird and trumpet flower sculpture from September to January. The trumpet flower is, of course, a low-water-use plant!

"A Series of Unboring Events" Features the Water Tower & Wayne Drop

The Town of Queen Creek partnered with the Queen Creek library throughout the month of June to host a series of water-conservation-related events for people of all ages. Residents were invited to stop by the water tower, encouraged to sign up for the Water – Use It Wisely eNewsletter, and asked to take fun pics with Wayne Drop and the tower. This allowed them a chance to win fabulous gift baskets with prizes like prickly pear jam, gardening tools, and tickets to the Desert Botanical Garden.



Top Left: In April, Avondale brought WUIW to the Tres Rios Nature Festival to celebrate the Gila, Salt, and Agua Fria Rivers.



Middle Right: In February, Scottsdale took home the award for best float at the Parada del Sol with the help of Wayne Drop and Leaky "Loo" McFlapper.



Bottom Left: At AMWUA, they celebrated Casual Friday with WUIW shirts, including our ever-popular Keep Calm and Conserve Water t-shirts!



Local First Arizona

In October 2016, Water – Use It Wisely became a Sustaining Member of [Local First Arizona](#) (LFA). We are, after all, a "local" water conservation campaign. This unique sponsorship allowed us to collaborate with LFA by having two business water audits, a table at the Local Arizona Fall Fest (that attracted over 15,000 people), and promotional spots in eNewsletters that reach over 15,000 local businesses each week. Additional benefits included attendance at LFA mixer events as well as social media support of WUIW events and workshops.

Water – Use it Wisely's Astounding Water Tower Gets a Makeover

After several years of heavy use, travelling to city halls and public buildings each month, the water tower display had finally seen its better days. It was time to build a new one. The biggest news surrounding the rebuild was that we reduced the number of jugs from 136 to 120, based on residential gallons per capita per day (GPCD) being observed by our water partners. That means water use is down, which is positive news for our conservation efforts. The impressive, 16-foot tall tower never fails to stop people in their tracks and creates a sense of urgency to save water. The water tower gets thousands of visitors while on display, as seen here at the Glendale Library.



Looking Forward

High points for fiscal year 17/18:

- » Wayne Drop! He gets around so much we have ordered two new full-body costumes
- » Website improvements will include a content audit, upgrades for search engine optimization, and a web workshop for partners
- » Webinar with Local First Arizona for business members: *Saving Water, Saving Money*
- » Facebook LIVE videos to highlight web content and our 2017 contest winner