

## 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, twenty partners drive Arizona's coalition, sharing a commitment to sustaining our most precious resource by reducing our water use.

The Arizona Water Partners are:

- ADWR
- AMWUA
- CAP
- EPCOR Water
- Global Water Resources
- Salt River Project

And the municipalities of:

- Avondale
- Buckeye
- Chandler
- Flagstaff
- Fountain Hills
- Glendale
- Goodyear
- Mesa
- Peoria
- Phoenix
- Queen Creek
- Scottsdale
- Surprise
- Tempe

We are excited to welcome El Mirage to the partnership for the fiscal year 2019-2020.

### Our Mission:

Keep water conservation at 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](mailto:jointhecause@wateruseitwisely.com).

# FISCAL YEAR-END SUMMARY REPORT

2019



## WATER - USE IT WISELY

### HOW CAN A CALENDAR SAVE YOU THOUSANDS OF GALLONS OF WATER EACH YEAR?

A calendar is just one of more than 100 everyday water-saving devices featured by the Water - Use It Wisely (WUIW) water conservation campaign. At the heart of this successful movement is a partnership of twenty Arizona municipalities and organizations. By acting regionally, we unify and amplify our message.

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 reflects the campaign partners' top accomplishments over the past fiscal 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.



Adjust your watering schedule to match seasonal weather conditions.

SAVINGS = 1000s GAL/YEAR



## MAKING A SPLASH FOR TWENTY YEARS

What an exciting year it has been! Did you know that 2019 officially marks the 20th anniversary of WUIW? And what better way to celebrate than by bringing back the 100+ Tips that started it all. We developed updated creative materials using our trusted tips as the basis for animated videos, social media ads, print ads, and more. The materials were developed for both English- and Spanish-speaking audiences and were made available to all the partners. Thanks to our dedicated partners, we started off the fiscal year with nearly \$50K of additional funding (from partners ADWR, Surprise, Queen Creek, Buckeye, and Goodyear) allowing us to extend our reach and bring greater awareness to water conservation.

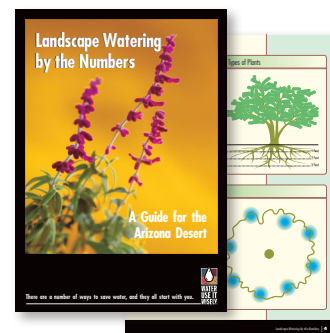
## STATE CAPITOL HOSTS WATER TOWER

No matter where the impressive 16-foot-tall tower lands each month, it never fails to amaze. ADWR won the 'best placement ever' award for getting the water tower at the State Capitol Executive Tower in January, just as the new legislative session was kicking off. The tower has also been at the Fountain Hills Community Center, Phoenix City Hall, Buckeye Coyote Branch Library, Chandler City Hall, and Tempe Center for the Arts, just to name a few.



## NEW PAGES AND RESOURCES ON WATERUSEITWISELY.COM

A much-needed achievement was a complete makeover of our interactive online watering guide, *Landscape Watering by the Numbers*. We also created a flipbook version of the guide that is more user-friendly and interactive than the original version. Other new web pages included a new resource page highlighting the partners' teacher curriculum and programs, and two pages that provide in-depth information about pools and spas, and lawns and grass alternatives.



# IN THE MEDIA

## WHAT IS AN IMPRESSION?

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

## SPRING MEDIA BUY

In August 2018, Water - Use It Wisely (WUIW) partnered with AMWUA for the first agency-wide marketing meeting to discuss coordinated efforts and ways to amplify our messaging surrounding the possible Colorado River shortage declaration and to further strengthen our position as a leader in water conservation. This included water agency Public Information Officers from ADWR, AMWUA, BOR, CAP, SRP, and WUIW partner cities. These discussions prompted our robust spring media buy with the goal of reaching the masses with our messaging.

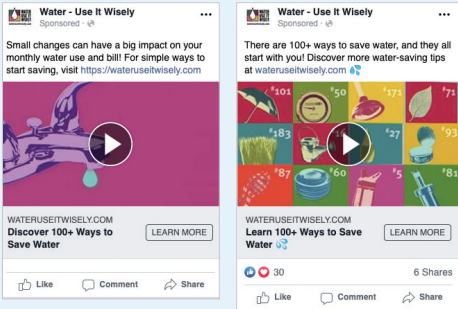
## TELEVISION

From January to May, we launched a multi-faceted mass media buy that included the new indoor and outdoor tips on television. We received over 7.3 million impressions from 344 spots that ran on the five Phoenix broadcast channels – 3, 5, 10, 12, and 15 – and an additional 100,000+ views from the Channel 12 website.



## DIGITAL & SOCIAL MEDIA ADVERTISING

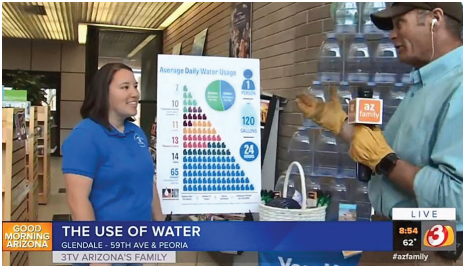
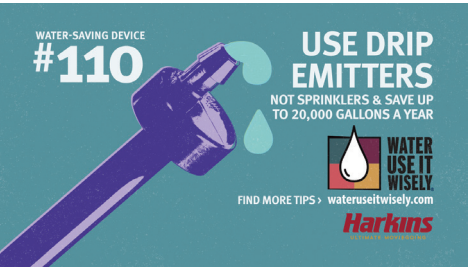
Our digital ads played on news and other targeted sites that netted us over 2.3 million impressions and more than 4,000 clicks. The final piece included ads on our Facebook, Twitter, and Instagram pages.



## MEDIA PROMOTION IN ARIZONA CAPITOL TIMES



In April, WUIW placed an ad in the “Politics of Water” issue to promote a unified water conservation message. Average readership: 13,000.



## PHX WATER SMART CAMPAIGN



An ongoing, three-year conservation messaging campaign by the City of Phoenix Water Services Department was also co-branded with the WUIW logo and includes billboards, newspaper ads, social media, and more.

## CHANNEL 12 FACEBOOK LIVE WITH JIMMY Q

In May, Jennifer Davidson from Surprise and Wayne Drop joined expert weatherman, James Quiñones, to talk to their fans about saving water outdoors.

## HARKINS THEATRES PROMOTION

In March, WUIW was very excited to receive free PSAs that ran for four weeks at six theaters.

## CELEBRATING WATER AWARENESS MONTH

In April, Glendale hosted WUIW's water tower and Anne Stahley was interviewed by Channel 3's The Garden Guy to talk about saving water around the home, especially outdoors.

# WATER BY NUMBERS

PERFORMANCE STATISTICS FOR JULY 2018-JUNE 2019

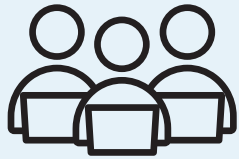
## WEBSITE & WEEKLY BLOGS



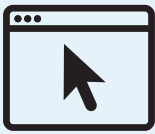
**1,071,164**  
total page views  
(2,935 per day)



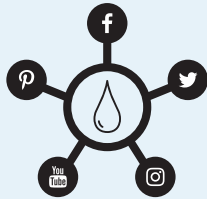
**69**  
total blogs



**552,707**  
new users



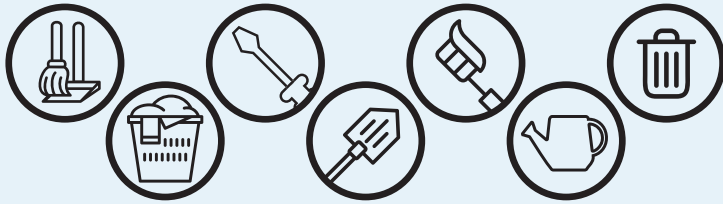
**649,550**  
total sessions



**29,202**  
sessions from social



**7,549**  
sessions from email



**100+ TIPS**  
top viewed page

## MONTHLY E-NEWSLETTER

Our monthly eNewsletter continues to make waves by offering relevant and valuable information to more than 29,000 subscribers. This past year, over 700 opt-in subscribers for our eNewsletter were signed up from a number of events including the Local First Arizona Fall Fest, SRP Water Conservation Expo, Smartscape, Master Gardener classes, and partner workshops and programs. And, over 3,500 new subscribers came from Sumo, a pop-up website application that prompts visitors to sign up.

The weekly website blogs are used to create the content for the e-newsletter, and offers our readers educational and entertaining ways to save water and live sustainably, and it's delivered right to their inboxes.

## AMAZING GUEST BLOGGERS

We partnered with many agencies and experts in the field to provide meaningful articles on our news feed, including Audubon Arizona, Mountain States Wholesale Nursery, University of Arizona, the AZ Plant Lady, City of Tucson, and several of our own water partners.

## JOIN THE CAUSE

We ask others to “Join the Cause” for water conservation, but we love joining the cause for other water-related topics. WUIW celebrated Fix a Leak Week, Water Awareness Month, Run for World Water, and Arbor Day, and showcased all the resources from the campaign at many events around the Valley.

## SOCIAL MEDIA NUMBERS



New Followers **1,905**  
Total Fans **18,516**  
Impressions **1,408,723**



Followers **1,092**  
Posts **244**  
Engagements **10,215**



Videos **92**  
Yearly Views **21,100**  
Watch Time (min.) **47,300**  
Subscribers **221**



Followers **14,296**  
Posts **13,100**  
Impressions **1,365,800**



Daily Saves **9**  
Daily Impressions **2,035**  
Yearly Impressions **742,869**

# EVENTS/PARTNER NEWS



## PROJECT WET BOOKLETS

The Bureau of Reclamation, while not a regional campaign partner, was able to make a contribution of 3,000 Project WET drought booklets branded with the Water - Use It Wisely (WUIW) logo. They were distributed to regional partners who shared them with school and library programs. Designed for students, these enlightening booklets focus on local water issues.

## PARTNERING WITH LOCAL FIRST ARIZONA (LFA)



## THE 14<sup>TH</sup> ANNUAL LFA FALL FEST

This event took place on November 3 and WUIW was one of the 200 local vendors to participate (we are the "local" water conservation campaign). Attendees subscribed to the eNewsletter and took a water conservation pledge in exchange for WUIW-branded giveaways. Over 30,000 Arizonans who shop, eat, and drink local attended.



## CRUISE THE CANALS TOUR

The tour entertained over 50 enthusiastic bicyclists on December 1. WUIW partnered with LFA, Watershed Management Group, SRP, and the City of Phoenix to educate participants about Arizona Falls and the SRP canal system, water conservation, and rainwater harvesting. The final destination was OHSO Brewery who shared how they are using Sinagua Malt, a water-conserving variety of grain grown in the Verde Valley.



## COMMUNITY EVENTS

WUIW partners attended many public events, including the ever-popular SRP Water Conservation Expo, Goodyear's CulturePOP Block Party, Earth Day at the Phoenix Zoo, Tres Rios Nature Festival, Run for World Water, and the Living Green Village at Celebrate Mesa.

## WAYNE DROP SIGHTINGS

**Our charming mascot loves being the center of attention.**



### Wayne the Bookworm:

Kids and adults learned about water efficiency and earned a special Wayne Drop badge during Queen Creek's summer reading program.



### Wayne the Water Expert:

Wayne entertained employees and visitors while helping Scottsdale staff perform a water audit at the Fairmont Scottsdale Princess.



### Wayne the Classroom Entertainer:

Wayne helped out Phoenix Water Services staff who talked to students about water science and conservation at Martin Luther King Elementary.



### Wayne the Party-Goer:

It was mascot madness at an Arizona Rattlers game when Wayne and other mascots attended Stryker's birthday bash.



### Wayne the Cheerleader:

Wayne joined the Ottawa University squad to celebrate the City of Surprise's 2019 State of the City Premiere and 10-year City Hall anniversary event.



## LOOKING FORWARD

**HAPI Change:** After 20 years of a great relationship and partnership, we said farewell to Park&Co. The City of Mesa, the contract owner, put out a request for proposal (RFP) and after 18 submittals and five interviews, HAPI (Hackett Advertising Public Relations Interactive) was selected as the new agency to oversee the campaign. HAPI is excited to be working on the campaign and is planning a new look for the eNewsletter, conducting surveys and focus groups, and more.