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.

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.

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.

### MEDIA PROMOTION IN ARIZONA CAPITAL TIMES
In August 2018, WUIW partnered with AMWUA for the first agency-wide media buy 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.

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

### CHANNEL 12 FACEBOOK LIVE WITH JIMMY Q
In May, Jennifer Davidson from Surprise and Wayne Droop joined expert weatherman, James Quiñones, to talk to their fans about saving water outdoors.

### 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.

### WATER BY NUMBERS
**WEBSITE & WEEKLY BLOGS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Statistics</th>
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<tr>
<td>Total Page Views</td>
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<tr>
<td>Total Posts</td>
<td>69</td>
</tr>
<tr>
<td>New Users</td>
<td>552,707</td>
</tr>
</tbody>
</table>

**PERFORMANCE STATISTICS FOR JULY 2018–JUNE 2019**
1,071,164 total page views (2,935 per day)
69 total blogs
552,707 new users

**MONTHLY E-NEWSLETTER**
Our monthly e-newsletter 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 e-newsletter were signed up from a number of events including the Local First Arizona Fall Fest, SRP Water Conservation Expo, Smarttuque, 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.

### 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.

### 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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Total Fans</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>Facebook</td>
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<tr>
<td>Sumo</td>
<td>3,500</td>
<td>13,100</td>
<td>-</td>
</tr>
<tr>
<td>Harkins Theaters Promotion</td>
<td>92</td>
<td>21,100</td>
<td>1,365,800</td>
</tr>
</tbody>
</table>

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

**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.**

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

**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.**
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.