



2015 FISCAL YEAR-END SUMMARY REPORT

How can a clock save you over a hundred gallons of water a month?

Shorten your shower by a minute or two and you'll save up to 150 gallons per month.

A clock is just one of [more than 100 everyday water-saving devices](#) featured in the Water – Use It Wisely water conservation campaign. The partnership between several Arizona cities and local private organizations continues to grow this successful movement that's now in its 16th year. By working together, the partners spread water awareness throughout the Valley by orchestrating landscape workshops, classroom visits, media interviews, public events, and more. Summarizing the accomplishments achieved by the campaign partners in the past year is no small task, but this Year-End Summary Report shines a light on the incredible job everyone has done to help Arizonans learn about and appreciate our most precious resource, water. After all, there are a number of ways to save water, and they all start with you.



Shorten your shower by a minute or two and **YOU'LL SAVE UP TO 150 GALLONS PER MONTH.**

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.



Arizona Kids Celebrate Water and Win

Two big contests gave away a flood of prizes.

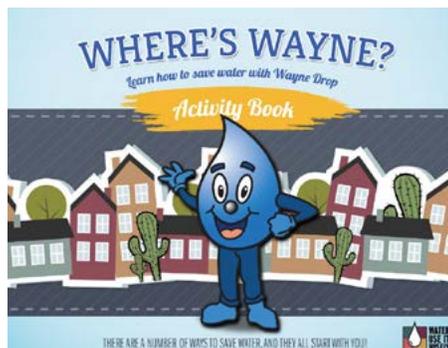
In the past year, [Water – Use It Wisely](#) gave Arizona kids a couple of unique opportunities to learn about water conservation in our state by producing two “Where’s Wayne?” books featuring our mascot, Wayne Drop. The first one (the [Activity Book](#)) helped kids learn how to save water around the house. The second installment (the [Adventure Book](#)) followed Wayne as he explored some of Arizona’s most prominent natural and human-made water features. Kids were able to download the books and correctly answer a few quiz questions to enter the contests.

Thanks in part to an aggressive promotional push through Mesa Schools’ weekly newsfeed, the city of Scottsdale’s water utility bills, and additional online channels, the contests combined to receive 4,095 total submissions. Each entrant was automatically signed up for the WUIW eNewsletter.

Not only were our first-ever Kids Contests fun and engaging, but the prizes were pretty spectacular as well. The fall grand prize was a Disneyland vacation for a family of four, while the 14 total prizes in the Summer Fun Prize Pack for our spring contest were valued at \$2,000 and included tickets to all kinds of fun Arizona attractions. These contests proved to be a fantastic way to instill the values of water conservation in the next generation.



Fall (left) and Spring (right) 2014/2015 grand prize winners



Activity book cover

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. jointhecause@wateruseitwisely.com

Events



SRP's Water Conservation Expo

March 7, 2015



The One for Water 4-Miler race

March 21, 2015



Earth Day at the Phoenix Zoo

April 18, 2015



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)

Summer Media Buy June/July 2014

Media Partner: Harkins Theatres (Screenvision)

- » 19,040 total 30-second spot plays
 - 9,520 average weekly spot plays
 - Spot played on 272 screens across the Valley

Media Partner: Pandora

- » Geo-targeted campaign hitting WUIW partner zip codes
- » Promoted free [Landscape Watering by the Numbers Guide](#)
- » 892,762 impressions
- » 2,262 Landscape Watering Guide webpage visits
 - 97% of visits were from new visitors
 - 83 total requests/downloads from Landscape Watering Guide webpage



Fall Media Buy October/November 2014

Media Partner: Channel 15

Television

- » Placed 200 (30-second) spots during morning, evening and weekend news
- » Placed 132 (10-second) contest promo spots during morning, evening and weekend news
- » The partners were showcased in [four 3-5 minute segments](#) in-studio that aired on Sonoran Living Live
- » Segment topics included fall planting, outdoor water use, rainwater harvesting and fun ways to get kids to save water

Digital

- » 1,250,280 Run of Site banner impressions
- » 700,000 Homepage Spotlight impressions
- » 133,057 Homepage Takeover impressions
- » 117,894 Pencil Pushdown impressions
- » Four featured email blasts to a Ch.15 database of 36,000+ people

Media Partner: Rosie on the House

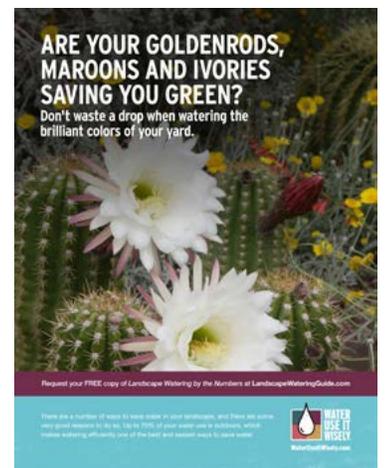
- » Three (6-second) spots airing once per hour each Saturday
- » One hour-long garden host guest spot
- » Two 2-5 minute interviews

Media Partner: Green Living Magazine

- » One (1) back cover ad placement in the October issue
- » One month digital ad buy on [greenlivingmagazine.com](#)
- » Promoted free Landscape Watering by the Numbers Guide



Wayne Drop made an appearance on a Sonoran Living Live interview segment



Water-Use It Wisely Green Living Magazine ad

Monthly eNewsletter

Our [monthly eNewsletter](#) continues to make waves. In March 2014, our opt-in subscriber count was 1,500 people. Fast forward to June 2015, and our list increased a whopping 319% to 6,287 subscribers! Our content continues to inform, entertain and inspire, and we've added new features like Celebrate AZ Water and Plant of the Month. Our email open rate remains a very impressive 25%, a testament to our consistently engaging newsletter topics.



Spring Media Buy April/May 2015

Media Partner: Channels 3 & 5 Television

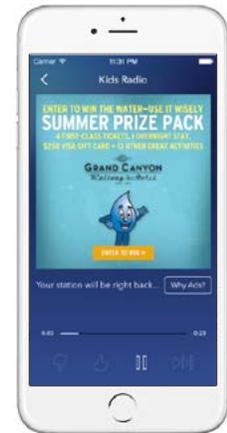
- » Placed 909 (30-second) spots during morning, evening and weekend news
- » Placed 100 (30-second) contest promo spots during morning, evening and weekend news
- » The partners were showcased in [five 3-5 minute segments](#) in-studio that aired on Your Life A to Z
- » Segment topics included low-water-use plants, WaterSense, proper landscape watering, checking for indoor/outdoor leaks, and Xeriscape principals



Partner Leeann Yacuel from SRP talks about WaterSense labeled products on Your Life A to Z

Digital

- » 851,355 Run of Site banner impressions
- » 700,000 Homepage Spotlight impressions
- » 1,005,674 Mobile Display impressions
- » 117,079 Pencil Pushdown impressions
- » Four featured email blasts to an AZFamily database of 50,000+ people

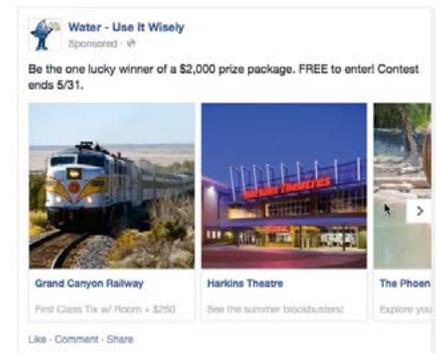


Media Partner: Pandora

- » Geo-targeted campaign hitting WUIW partner zip codes
- » Promoted free Landscape Watering by the Numbers Guide and Kids Contest
- » 926,484 impressions
- » 1,051 Landscape Watering Guide visits
 - 33 total requests/downloads from Landscape Watering Guide

Media Partner: Facebook

- » Geo-targeted campaign hitting individuals with kids 5-12 years old in the household
- » 48,129 individuals reached with Facebook ad
- » 2,089 visits to Kids Contest landing page



Water-Use It Wisely Facebook ad

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. Our Facebook following has grown to **3,720 Fans** and our posts reach an average of 400 people.

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.

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 retweets and a total of **8,565 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 average **600 daily Pin impressions and 15,800 average monthly viewers**.

Website Analytics

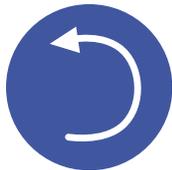
Nearly 1-million website visitors checked out our site this past year! See our website performance compared to last year.

933,641
TOTAL WEBSITE VISITORS



UP **13%** IN
DOMESTIC TRAFFIC

19x MORE



WEB TRAFFIC REFERRED
BY WUIW ENEWSLETTER

100+ TIPS WEBPAGE
CONTINUES TO BE
TOP VISITED PAGE



TRAFFIC TO THIS
PAGE UP **6%**

22% OF WEBSITE VISITORS
ENTER THROUGH A
MOBILE DEVICE



UP **40%**

Looking Forward

Below are some high points for the '15-'16 fiscal year:

- » Cable TV
- » Broadcast Radio
- » Facebook Advertising
- » Green Planet Festival
- » Editorial on rainwater harvesting in October issue of Green Living
- » WUIW will participate as an EPA WaterSense partner



Water - Use It Wisely outreach BY THE NUMBERS

3.2 million
online banner
impressions

131,220
Green Living Magazine
Banner impressions



2 Rosie on the House interview spots

2,972 new eNewsletter subscribers in FY 15

1,413
total TV spots

 **10** Total Pinterest Boards, **470** Total Pins, **309** Followers

2,542

email addresses collected
from Kids Contests

1.8 million
Pandora impressions



8,565
Twitter
followers

returning web
visitors up **7%**

583 Average Pinterest
daily impressions



12 Rosie on the House radio spots

60 blog
posts

traffic to kids
page up **69%**

6,287 contacts in WUIW
eNewsletter database

12 interview segments (5 spring, 7 fall)

repinned over **80** times

25% average email
blast open rate



3,720 likes

933,641 website sessions