

ARIZONA
DEPARTMENT
OF WATER
RESOURCES

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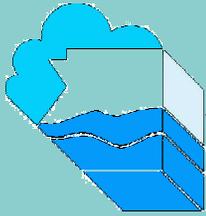
Public Education Program

- ✓ Water Conservation Resources – Selection, Sources, & Distribution

Carol Ward-Morris
Program Coordinator, AMWUA

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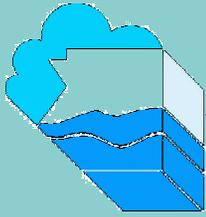
Public Education Program

Q: There are at least 100 ways to save water... what information should I focus on?

A: That depends. Consider:

- Audience
- Conservation potential
- Budget and staff time

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Q: Ok, I know who my audience is – where do I begin? Do I need to develop my own materials?

A: Not necessarily. Why reinvent the wheel when so much is already available?

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Q: How do I budget for materials?

A: Year One - guesstimate

- Develop distribution plan
estimate quantities per outlet
- **Track numbers**

Year Two – educated estimate

- Did demand increase over time?
- Estimate quantity
- Include 3-5% increase in cost



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Q: I don't have much of a budget, and not a lot of time to spare. Can I do this?

A: Not surprising. Not many of us have the budgets and staff time we'd like.

Yes, you can!

- Take advantage of group purchasing opportunities
- Print materials in-house or at Mom & Pop printers. Bargain shop.



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Q: What materials can I use for free?

A: Quite a lot, actually. Many conservation-related organizations are happy to share excerpts or even entire documents, but please be considerate.

- Contact author/owner
- Respect their wishes
- Provide proper credit

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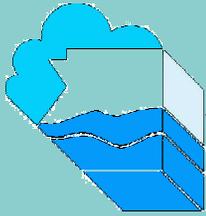
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- ✓ Reprinted with permission of the Arizona Department of Water Resources.
- ✓ Provided courtesy of Arizona Dry Gulch Water Provider.
Please contact us at 520-555-5555.
- ✓ Adapted from *Guidelines for Landscape Drip Irrigation Systems*, copyright Arizona Municipal Water Users Association.

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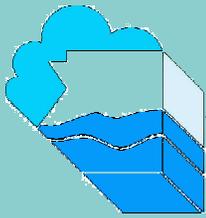
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Q: How do I distribute the materials to my customers?

A: The MNPCCP requires that written materials be available at the provider's office. Other avenues:

- New residents – in trash/recycling containers or information packets
- City Hall
- Chamber of Commerce
- University Cooperative Extensions
- Libraries



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- Community events
- Conservation-related classes
- Demo garden kiosks
- Nurseries & landscapers
- Hardware stores
- Water audits
- New home sales offices
(contact marketing department)
- Include smaller pieces in newsletters
or in mailings
- Mail/email on request
- Website



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Q: How do I notify my customers that materials are available?

A: Use the same avenues you would to communicate messages to your customers.

Per the MNPCCP, communication channels shall include one or more of the following:

- messages on water bills
- water bill inserts
- provider web page
- post cards
- newsletters
- print pieces



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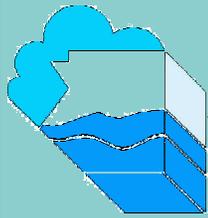
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Q: Do you have any suggestions for materials I could possibly use, learn from, or get ideas from?

A: More than we have time to cover. The following is just a sampling of documents available on Arizona and national websites.

This list is by no means exhaustive, and no slight is intended toward the many providers, agencies, and organizations not represented herein. The author simply ran out of time.

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WaterSenseSM

What is WaterSense?

WaterSense is a voluntary partnership program sponsored by the U.S. Environmental Protection Agency (EPA) to promote water-efficient products and programs across the county. The WaterSense label makes it easy to find products and services that save water while ensuring performance.

Become a WaterSense Partner!

Visit www.epa.gov/watersense



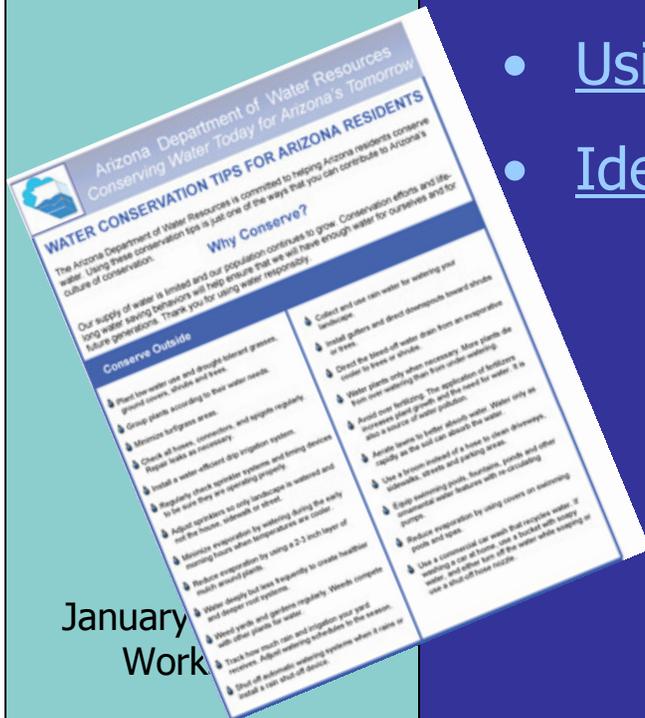
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Importance of water conservation and general water conservation tips

- [Water Conservation Tips for Arizona Residents](#) (ADWR fact sheet)
- [Simple Steps to Save Water](#) (EPA pamphlet)
- [Using Water Wisely in the Home](#) (EPA pamphlet)
- [Ideas for Residences](#) | [En Español](#) (EPA fact sheet)



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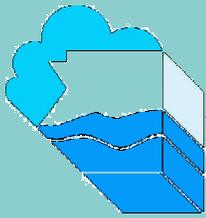
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Water Conservation In & Around the Home

- Conducting a Household Water Audit (Town of Payson)
- Guide to Finding & Fixing Water Leaks (City of Prescott)
- Stop Leaks Now! (Town of Payson)
- Have You Read Your Water Meter Lately? (Town of Payson)
- Water-Conserving Tips for Washing Your Vehicle (ADWR fact sheet)
- Water Saving Tips and Technologies for Pools and Spas (ADWR fact sheet)

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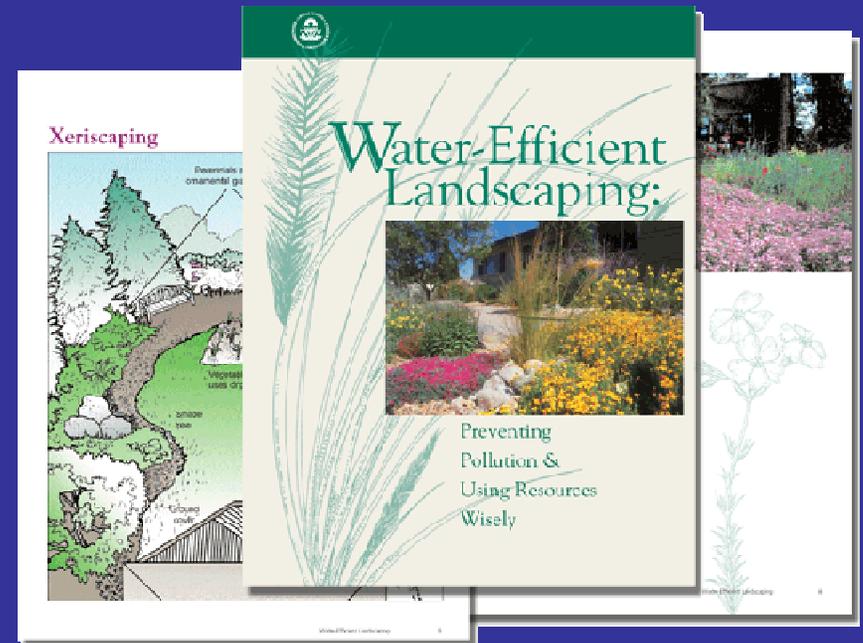
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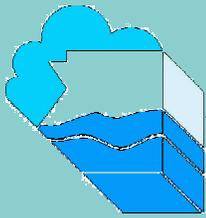
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Water Conservation In the Landscape

General Landscaping Information

- [WaterSmart Cards \(City of Prescott\)](#)
- [Water-Efficient Landscaping \(EPA 19-pg booklet\)](#)
- [Xeriscape Colorado website](#)





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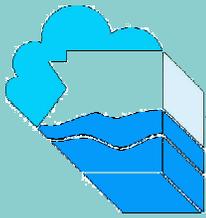
Water Conservation In the Landscape

Plant Lists

- [Low Water Use Drought Tolerant Plant Lists \(ADWR\)](#)
- [Native & Low-Water-Use Plant List \(Town of Payson\)](#)



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Water Conservation In the Landscape

Turf Care & Removal

- [Desert Lawn Care | En Español \(AMWUA pamphlet\)](#)
- [Your Grass Can Be Greener \(EPA pamphlet\)](#)
- [Good Reasons to Take Out Your Turf | En Español \(AMWUA\)](#)

Before You Start, Have a Good Plan

Getting Rid of the Grass

Buenas razones para eliminar el césped

amwua

EPA WaterSense

Your Grass Can Be Greener

Water-Efficient Landscapes Start With Certified Irrigation Professionals

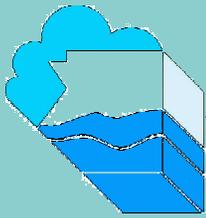
Don't let an inefficient irrigation system control your water bill!

Did you know that 30 percent of the water used by the average American household is devoted to outdoor water use? In some parts of the country, homeowners use as much as 70 percent of their water outdoors. Some experts estimate that up to 50 percent of landscape water use goes to waste due to evaporation, wind, or runoff caused by overwatering.

Following are some simple tips for homeowners to reduce their outdoor water use dramatically:

- Using weather-based irrigation scheduling on a moderate-sized yard can save about 30 gallons of water per day.
- The best time to water your yard is early morning, when winds are calm and temperatures are cool.
- Grass doesn't need to be watered every day; make sure your lawn really needs it before irrigating. If you can stick a screwdriver into your lawn easily—don't water!
- Irrigation system maintenance varies depending on the system, but it is always a good idea to inspect your system monthly to prevent leaks, broken or clogged heads, and other problems.
- Converting to a water-efficient landscape through proper choice of plants and careful design can reduce outdoor water use by 20 to 50 percent.

For more information, visit www.epa.gov/watersense or call toll-free (800) 486-6342 (MS-73307)



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Water Conservation In the Landscape

Irrigation Systems & Scheduling

- How Often and How Long to Water (ADWR fact sheet)
- Watering Can Be Efficient! (EPA pamphlet)
- Watering guidelines for plants, trees, and turf (AMWUA)
- Watering Guidelines for Plant and Lawn Irrigation (City of Prescott)
- Guidelines for Landscape Drip Irrigation Systems (AMWUA)

Plant	Soil Moisture	Frequency		Duration		Water Use (Gallons)
		Days	Days	Days	Days	
Turf	Overhead	2-3	1-2	15-20	15-20	25-30
	Drip	2-3	1-2	15-20	15-20	25-30
Shrubs	Overhead	2-3	1-2	15-20	15-20	25-30
	Drip	2-3	1-2	15-20	15-20	25-30
Flowers & Plants	Overhead	2-3	1-2	15-20	15-20	25-30
	Drip	2-3	1-2	15-20	15-20	25-30
Cacti and Succulents	Overhead	2-3	1-2	15-20	15-20	25-30
	Drip	2-3	1-2	15-20	15-20	25-30
Warm Season Grass	Overhead	2-3	1-2	15-20	15-20	25-30
	Drip	2-3	1-2	15-20	15-20	25-30
Cool Season Grass	Overhead	2-3	1-2	15-20	15-20	25-30
	Drip	2-3	1-2	15-20	15-20	25-30

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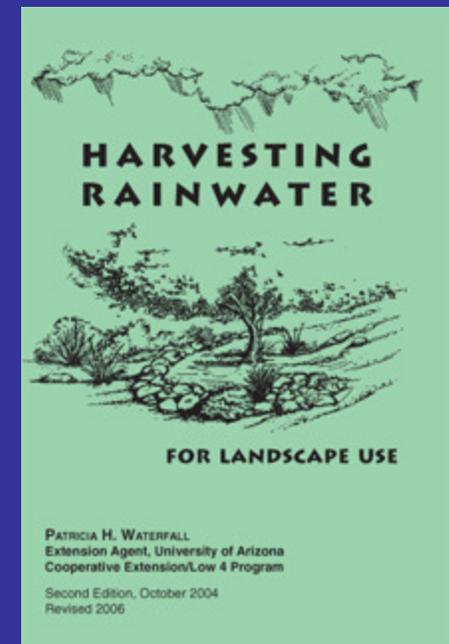
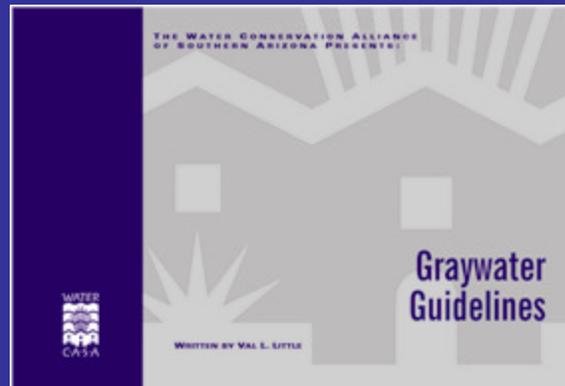
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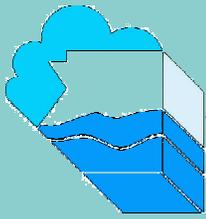
Water Conservation In the Landscape

Water Harvesting & Graywater Use

- Harvesting Rainwater for Landscape Use (University of Arizona Cooperative Extension)
- Graywater Guidelines (WaterCasa)
- Using Gray Water at Home (ADEQ)

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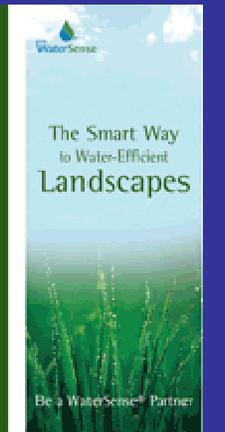
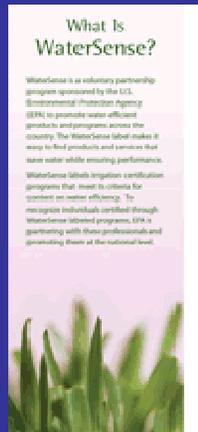
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Water Conservation In the Landscape

Landscape Professionals

- The Smart Way to Water-Efficient Landscapes (EPA pamphlet)
- Certification Programs for Irrigation Professionals | En Español (EPA fact sheet)
- Certified Irrigation Professionals | En Español (EPA fact sheet)





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Water Conservation In the Landscape

Homeowners Associations/Multihousing

- Contracts and Maintenance Considerations to Lower Your Landscape Water Costs (AMWUA)
- Water Conservation Practices Checklist (AMWUA)
- Water Management for Commercial Properties & HOAs (City of Mesa)
- Community Turf Care (AMWUA)

A detailed checklist form titled "Water Conservation Practices Checklist" with multiple sections and columns for tracking progress. The sections include: "Check and Repair" (with sub-sections for Irrigation Systems, Building Operations, and Cleaning and Care), "Water Conservation Practices Checklist", "Water Conservation Practices Checklist", "Water Conservation Practices Checklist", and "Water Conservation Practices Checklist". Each section contains a list of tasks with checkboxes and columns for "No. of times done", "No. of times done", and "No. of times done".

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Commercial, Industrial, Institutional Water Conservation

- [Ideas for Industry | En Español](#) (EPA fact sheet)
- [Ideas for Commercial Businesses | En Español](#) (EPA fact sheet)
- [Tips & Technologies for Commercial & Industrial Car Washes](#) (ADWR fact sheet)
- [Tips and Technologies for Medical Facilities](#) (ADWR fact sheet)
- [Commercial Laundry Facilities](#) (ADWR fact sheet)
- [Water Efficient Restaurant Technologies](#) (ADWR fact sheet)
- [Water Management Guide for Facility Managers](#) (AMWUA, 137 pgs.)



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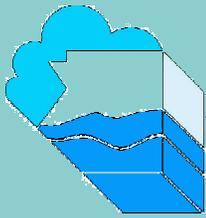
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Water-efficient technologies & products

- Clothes Washers: Water & Energy-Saving Tips and Technologies for Single and Multi-Family Residences (ADWR fact sheet)
- WaterSense Labeled Toilets | En Español (EPA fact sheet)
- Flush Fact Vs. Fiction: The Truth About High-Efficiency Toilets (EPA pamphlet)
- WaterSense Labeled Bathroom Sink Faucets (EPA fact sheet)
- Irrigation Controllers: Timers for the Homeowner (EPA 16-pg booklet)
- Listing of WaterSense evaluated and labeled products (EPA) (not available as PDF)



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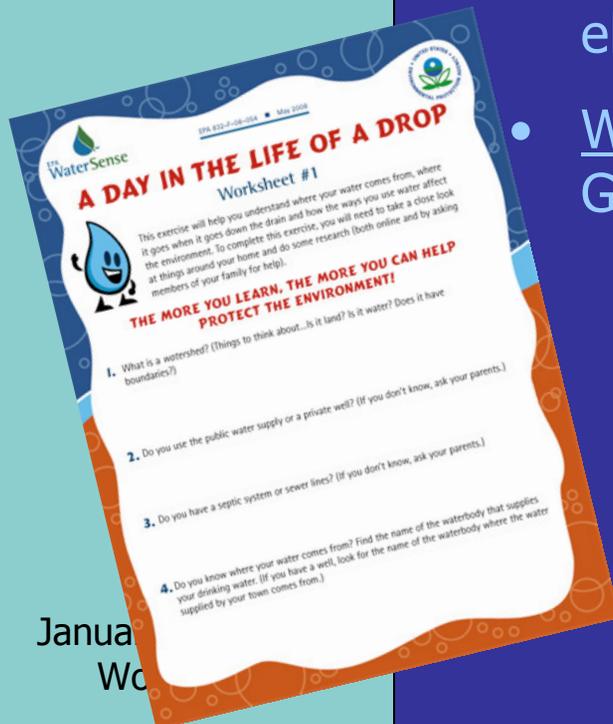
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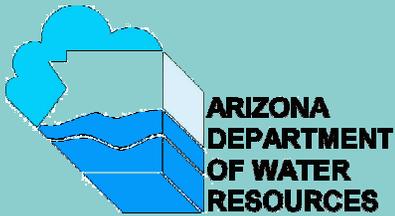
Teachers & children

- A Day in the Life of a Drop educational materials educational materials & activities for teachers, Grades 3-5
- Reading list of water conservation & science for elementary school children - adults (City of Phoenix)
- Water in our Desert Community student activity book, Grades 6-9 (AMWUA)



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Materials available for purchase

- There are a hundred ways to save water... *
(Water—Use It Wisely pamphlet)
- Watering By the Numbers *
(Water—Use It Wisely booklet)
- Landscape Plants for the Arizona Desert *
(AMWUA booklet)
- Xeriscape: Landscaping with Style In the Arizona Desert * (ADWR booklet)
- Arizona Native Plant Society brochures
- 55 Facts, Figures, and Follies of Water Conservation
(AWWA bill stuffer)
- Water Conservation (Culver pamphlet)



* periodic group purchases – no stock available



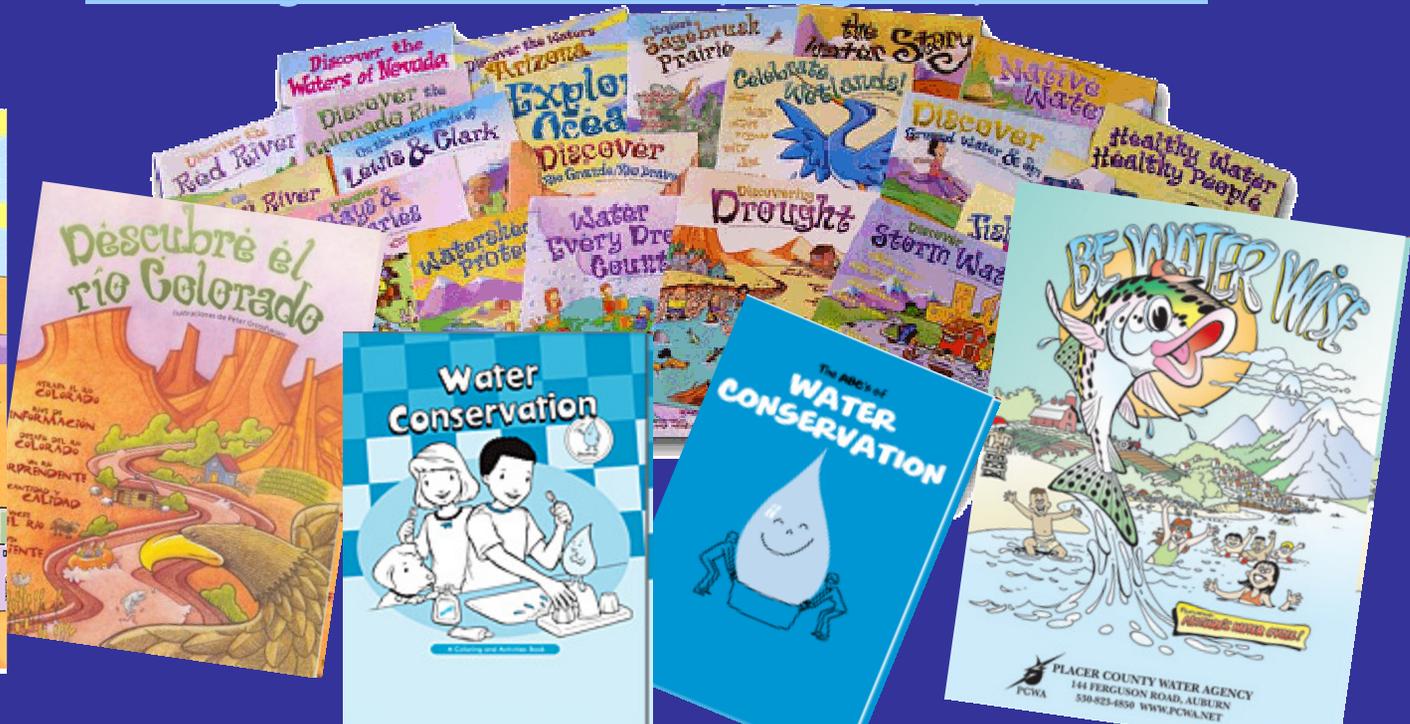
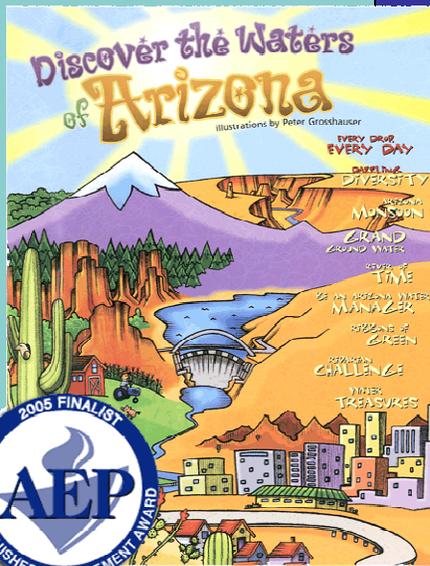
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Materials available for purchase

- Project Wet Kids In Discovery Series (Project WET)
- Discover the Waters of Arizona | Español (Project WET)
- Be Water Wise (Culver)
- Channing Bete Publications, Programs, Products





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Carol Ward-Morris, Program Coordinator,
AMWUA Regional Water Conservation Program

Carol Ward-Morris has worked for the Arizona Municipal Water Users Association (AMWUA) since 1996, initially in support positions largely dedicated to AMWUA's Regional Water Conservation Program, then as interim Program Coordinator until being formally assigned the position in 2007.

Begun in 1985, the Regional Conservation Program is a cooperative effort of the AMWUA member cities that complements and expands individual efforts, increasing effectiveness, cost-efficiency, and visibility. The program draws on the collective expertise and diverse resources of the member municipalities to identify, develop, and implement cost-effective water conservation measures designed to increase water use efficiency and to meet the requirements of ADWR and other regulatory agencies.

amwua
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AMWUA is a non-profit organization representing the municipalities of Avondale, Chandler, Gilbert, Glendale, Goodyear, Mesa, Peoria, Phoenix, Scottsdale, and Tempe in the development of urban water policy.