



# SEMI-ANNUAL REPORT

The City of El Mirage is in the northwest valley of the Phoenix metropolitan area. El Mirage Water serves a population of over 40,000 through a system fed by nine groundwater wells.



City of  
**EL MIRAGE**  
Arizona

*GRAND HERITAGE, BRIGHT FUTURE!*

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# City of El Mirage

## FY 24/25 Semi-Annual Report

### January 1, 2025 – June 30, 2025

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#### SUMMARY

In 2021 the City of El Mirage received grant funding from the Arizona Department of Water Resources to further expand water conservation efforts in the community. Funding is expected to support several efforts running through 2025. These efforts are focused into three primary areas and included a xeriscape program, smart software implementation, meter technology evaluation, and an expanded outreach and education program.

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#### Outreach and Education

Water conservation programs and materials were promoted through a variety of different methods in the first half of the 2025 year. The outreach team setup a booth at two City events during this period, the first event was the Safety Day and the Spring Festival was the second event of this period. During both events an estimated 8,000 residents attended.

Water conservation materials and information were promoted through the City's social media platforms and through its quarterly newsletter. The newsletter is distributed quarterly to 12,000 households, so newsletter outreach for this period totals 24,000 households.

Snippets of the social media outreach for City platforms are attached below. They include information on Xeriscaping, conservation kits, classes at the El Mirage library, and classes at the El Mirage YMCA.

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#### Conservation Program

The city of El Mirage has created a conservation kit for residential use, that includes Shower timer, Dye tablets for detecting leaking toilets, low flow shower heads, faucet aerators, flow bags, low flow hose nozzles, soil moisture meters, and rain gauges. These kits are given out free of charge to the residents of El Mirage to help in reducing residential water use. 41 conservation kits have been handed out from January-June.

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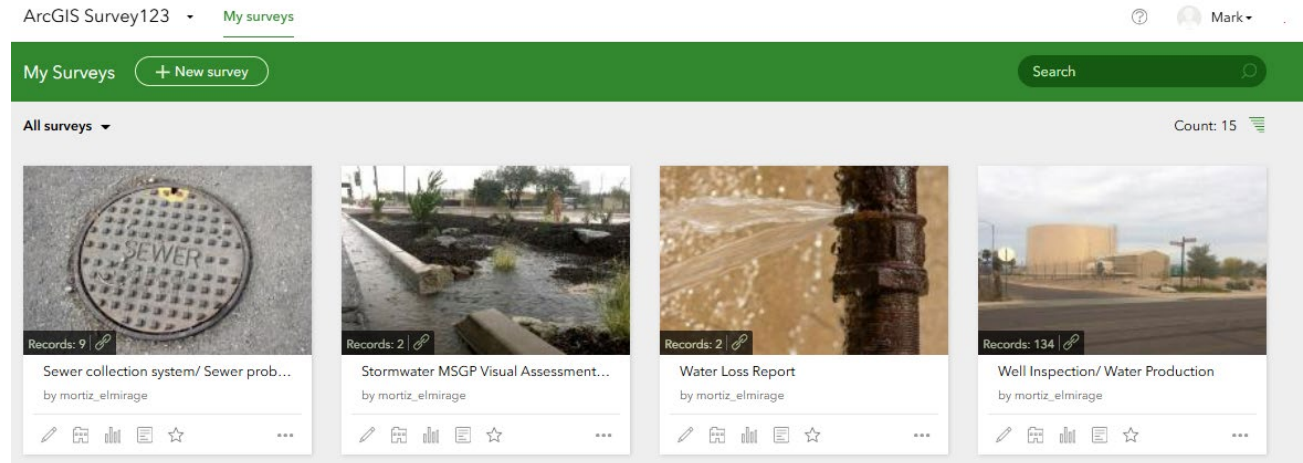
#### Xeriscape Program

The program incentive was increased in 2023 to grow interest. Commercial customers were also added to the list of eligible participants. Four new applications are currently in process with one under completion review. Conversions already completed are expected to save 100,000 gallons annually.

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#### Water Monitoring

The city of EL Mirage implemented a software system Survey123 to better track water usage of the entire city to include detailed output of the distribution wells. The software also allows for improved historical tracking of water production throughout the city well system. The Survey123 software allows the city to track water loss reports and hydrant flushing to reduce water loss in the distribution system.



Following approval of the amendment to the agreement, the City began work to procure specialized meters for five sites. Four out five booster station flow meters have been installed and the final one has been scheduled for install. **(Update Sunnyvale meter currently being installed during rehab project)**

1. Canterbury booster station meter – installed
2. Sunnyvale booster station meter – **(Update: Scheduled Completion 07/07/25)**
3. Thompson Ranch discharge meter – installed
4. Rockwood booster station meter – installed
5. Alto booster station meter – installed



Safety Day, discussing water conservation and water quality.



Spring Festival discussing water conservation and FOG.

## easy INDOOR IMPROVEMENTS:

### SHOWER TIMER

A shower timer provides a visual reminder to take shorter showers.



### DYE TABLETS

Leak detection tablets help to detect toilet leaks. Simply follow the instructions. It is recommended to test toilets every 6 months.

### SHOWER HEAD

Low flow shower heads can save water and provide a constant pressure. Teflon tape and hand tightening is recommended but more tools may be required.

### FAUCET AERATOR

Aerators reduce the amount of water flowing out of your faucets by mixing air into the water stream. They do not impact water pressure.



### FLOW BAGS

Flow bags allow you to calculate your gallon usage of each faucet. If you know your flow you can determine how much water you can save. Simply place bag under a faucet for 5 seconds (for use indoors or outdoors).

## easy OUTDOOR IMPROVEMENTS:

### SPRAY NOZZLE

The hose nozzle has different spray settings to tackle any job. When you are not using it, this will prevent water from flowing. Install it on your existing hose by twisting it onto the metal fitting.



### SOIL MOISTURE

A soil moisture meter measures how much moisture is currently in the soil to help prevent over or under watering. Simply insert the probe in the soil to read.



### RAIN GAUGE

Use the gauge to measure your rainfall. Depending on your amount you may be able to skip your next watering. It can also be used to measure your sprinkler output.



How Much & How Often		Seasonal Frequency — Days Between Waterings				Water This Deeply (Typical Root Depth)
		Spring Mar - May	Summer May - Oct	Fall Oct - Dec	Winter Dec - Mar	
Trees	Desert adapted	14-30 days	7-21 days	14-30 days	30-60 days	24-36 inches
	High water use	7-12 days	7-10 days	7-12 days	14-30 days	24-36 inches
Shrubs	Desert adapted	14-30 days	7-21 days	14-30 days	30-45 days	18-24 inches
	High water use	7-10 days	5-7 days	7-10 days	10-14 days	18-24 inches
Groundcovers & Vines	Desert adapted	14-30 days	7-21 days	14-30 days	21-45 days	8-12 inches
	High water use	7-10 days	2-5 days	7-10 days	10-14 days	8-12 inches
Cacti and Succulents		21-45 days	14-30 days	21-45 days	if needed	8-12 inches
Annuals		3-7 days	2-5 days	3-7 days	5-10 days	8-12 inches
Warm Season Grass		4-14 days	3-6 days	6-21 days	15-30 days	6-10 inches
Cool Season Grass		3-7 days	none	3-10 days	7-14 days	6-10 inches

These guidelines are for established plants (1 year for shrubs, 3 years for trees). Additional water is needed for new plantings or unusually hot or dry weather. Less water is needed during cool or rainy weather. Drip run times are typically 2 hours or more for each watering.

Conservation kit pamphlet





Social media post promoting xeriscape program.



Social media post promoting free water conservation kits.

Social media post for xeriscaping presentation.

to sign up. New Can, We Can Recycle!

The City is providing free conservation kits while supplies last. The kit includes a spray nozzle, rain gauge, soil moisture meter, shower timer, shower head and more. For more information go to [EIMirageAZ.gov/WaysToSaveWater](https://EIMirageAZ.gov/WaysToSaveWater)

**FREE Conservation Kit!**



## Garden Plots Available

Garden box spaces are available in two [EIMirageAZ.gov/CommunityGarden](https://EIMirageAZ.gov/CommunityGarden) plot (4 feet by 8 feet) is \$40 per year and a half plot (4 feet by 4 feet) is \$20 per year. Learn to grow your own food and socialize with other resident gardeners.

City of El Mirage news letter both mailed and located on the city webpage.

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