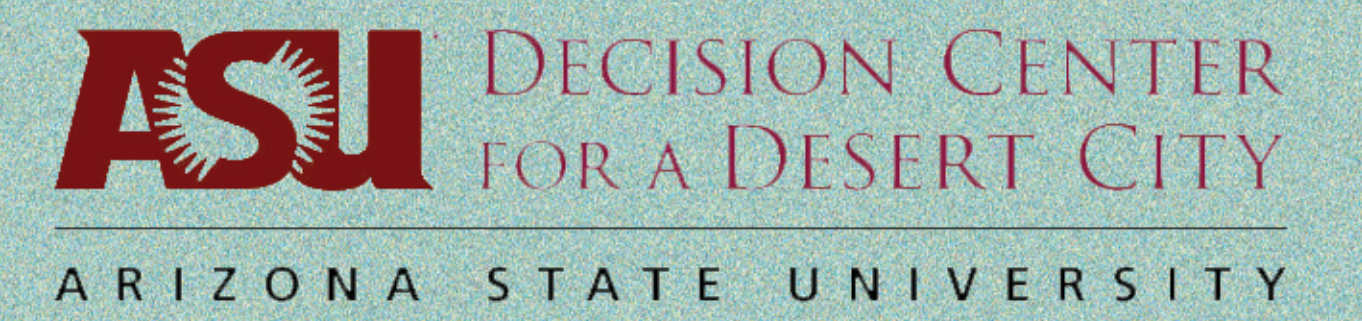


Effectiveness of "Fix-A-Leak-Week 2015" Direct Incentive Campaign on Residential Water Conservation Behavior in Goodyear Arizona

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Campaign Objectives

- ✓ Create a campaign to encourage water conservation behavior
- ✓ Build viable partnerships for future City programs
- ✓ Education & outreach for residential water conservation

Goodyear AZ is a western suburb of the Phoenix Metro area with an est. population of 65,245⁽¹⁾. Water service to the area is provided by both the City of Goodyear & Liberty Utility Company

How does it work?

The average US household's leaks can account for more than 10,000 gallons of water wasted every year [1]. This project utilized the Environmental Protection Agency's (EPA) WaterSense® program "Fix-A-Leak-Week" as a foundation to frame parameters for a direct-incentive program to reward City of Goodyear residents for lowering their monthly household water consumption by 1,000gals or more through changes in usage behavior.

The City partnered with Liberty Utility Co., Goodyear Ballpark, the Cleveland Indians© & Cincinnati Reds©, as well as the Arizona Municipal Water Users Association (AMWUA) to

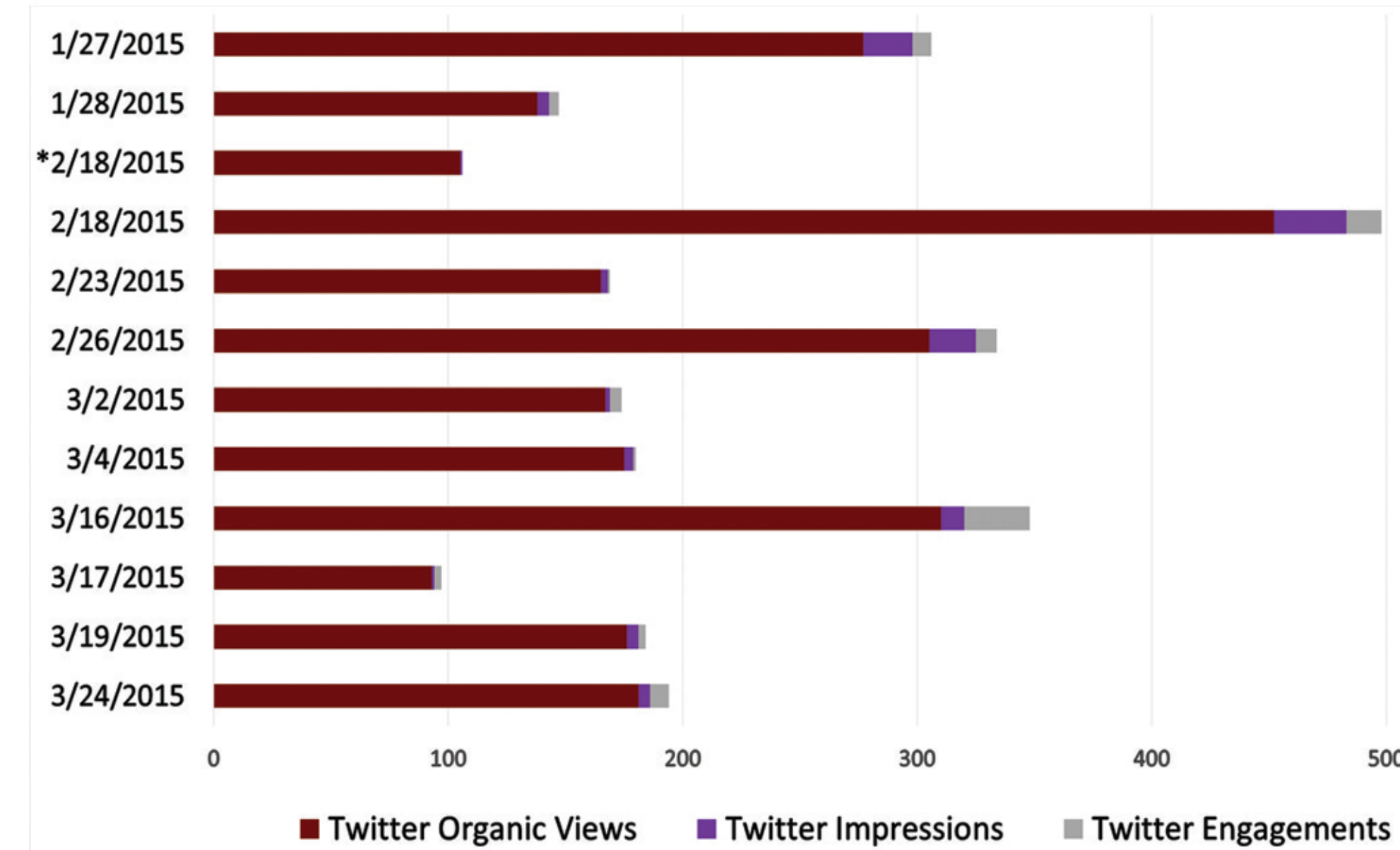
offer (2) free spring training baseball tickets (March 16-22, 2015) as a reward to Goodyear residents who lowered household water use in January or February 2015 over the same period last year.

The Result?

61.5 million Gallons of eligible Water Savings -from- 12,526 Unique Water Meters -yielding- 1,499 FALW Tickets Claimed

Web Presence and Social Media "Impressions" & "Reach"

Goodyear: Fix-A-Leak-Week Twitter Campaign Reach



Date	Message	Views	Impressions	Engagements
01/27/2015	Attn Goodyear residents: reduce water use this winter, win FREE spring training!	277	21	8
01/28/2015	Retweeted Carol Ward-Morris (@CWardMorris): Great conservation incentive! Save water, get Fixing a Leak = Free Baseball Tickets!	138	5	4
02/18/2015	Fixing a Leak = Free Baseball Tickets! https://t.co/KuMGPpUhm #FALWAZ2015	247	27	8
02/18/2015	Fixing a Leak = Free Baseball Tickets! https://t.co/KuMGPpUhm	452	31	15
02/23/2015	Love Baseball and Money?? Save \$ on your water bill & you can earn free spring training	165	3	1
02/26/2015	http://goodyearaz.gov/fixaleak	305	20	9
03/02/2015	Loving the rain? So does your yard... Turn off irrigation this week & save big on your City of	167	2	1
03/04/2015	Spring Training is here!! Want FREE tickets?? Here's how: Goodyearaz.gov/fixaleak	175	4	1
03/16/2015	Did you trade in your water bill for baseball tickets yet? Come down to Goodyear Ballpark & join us	310	10	28
03/17/2015	Some households in Arizona lose as much as 10,000 gallons of water per year to leaks.	93	0	3
03/19/2015	Today's spring training baseball game at Goodyear Ballpark has been cancelled due to	176	5	5
03/24/2015	You Fixed Leaks All Over Town! The City of Goodyear congratulates 1499 spring training	181	8	8

www.goodyearaz.gov/fixaleak

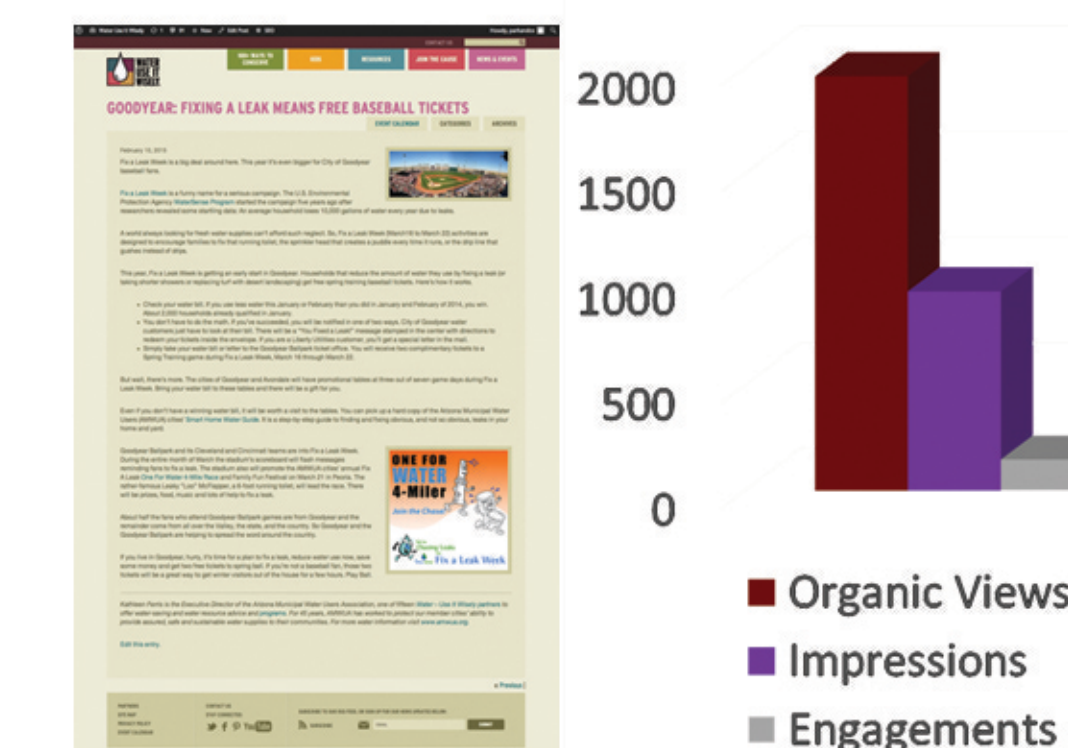


One metric used to determine of overall effectiveness of the program was the "reach" or visibility of directed campaign messaging. Twitter Analytics® & WordPress® data were utilized to evaluate online messaging & provided the City with measures for organic views, impressions ("Likes" or "Favorites"), and engagements ("Shares" or "Reposts") having an increasing 'quality' of interaction respectively.

A dedicated & interactive 'Fix-A-Leak-Week' homepage (goodyearaz.gov/fixaleak), Official City Twitter account messages, and an AMWUA shared article on Goodyear's Fix-A-Leak-Week program were all employed to spread online messaging & results listed in the surrounding tables.

Direct messaging in the form of intra-bill notifications, bill-stuffers, and direct mailers) were also distributed to 21,500 Goodyear Residents over the length of campaign explaining Fix-A-Leak-Week 2015 qualification & redemption information.

"Goodyear: Fixing A Leak Means Free Baseball Tickets"



AMWUA Blog Post on 01/26/15

Conclusions & Recommendations

only **6%** of qualified residents redeemed

408,580 gal saved by 'Redeemers'

1 in 3 Eligible Redeemers Visited FALW Booth

- The "Fix-A-Leak-Week" campaign redeemers accounted for 3.91% of 38,311 total Ballpark attendance March 16th-22nd.

- Although Liberty Utility customers only accounted for 14.6% of total eligible meter in the city, they accounted for 87% of all FALW redeemers.*



- Goodyear ran a promotional/ educational booth with low-cost prizes (provided by Liberty Utility & City of Goodyear) given to qualified redeemers, designed to help conserve residential water use when implemented properly. A high booth-visit rate or captive audience controller of 31% was recorded for the three days we were onsite.

An internal post-campaign evaluation meeting was held April 7th 2015 with representatives from City of Goodyear's public works & water conservation departments, communications staff, Goodyear Ballpark operations staff & officials to assess the program's viability as a water-conservation campaign and to make recommendations for future version of the program.

The City's Fix-A-Leak-Week 2015 was considered successful as pilot program & will be replicated with modifications in 2016. Goals for the next campaign have been identified as:

- Using online and social media outlets to create a "buzz" among varied audience niches.
- Establish a long lead time so that synergies among partners can occur
- Consider balance of getting intentional commitment and audience in planning.
- Notify incentive winners in media they can't miss.
- Have backup staff to the backup staff on key dates.

Acknowledgments

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FIX-A-LEAK WEEK March 16th-22nd

STEP 1 Fix a household leak or switch off irrigation and SAVE \$ on your January or February water bill

STEP 2 Check your City of Goodyear water or Liberty Utility for Special Messages "You Fixed A Leak!"

STEP 3 Trade your bill or letter for (2) tickets to a Spring Training Game at the Goodyear Ballpark Ticket Office Mar 16-22nd

DID YOU KNOW? The average US household lost MORE THAN 10,000 gallons LEAKS ALONE last year in