The Charlottesville Water Conservation Program educates and provides resources promoting water efficiency and conservation. The program utilizes rebates, incentives, community events, marketing, and other means to reach the Charlottesville community.

**Fix a Leak Family 5k: March 2017**
- Campaign to encourage the community to find and fix leaks in their home
- 144 registered racers including 25 youth
- Promoted Facebook event post reached 5,558 people

**Imagine a Day without Water Art Contest: Fall 2017**
- Campaign to encourage kids to think about “Why Does Every Drop Count?”
- Joint campaign with RWSA and ACSA
- 638 art submissions from Charlottesville area
- 581 online votes helped select the Fan Favorite

**2017 WaterSense Partner of the Year**
- City of Charlottesville was honored with a WaterSense Partner of the Year Award in October 2017 for water conservation activities and actions
- 3rd consecutive Partner of the Year Award received by Charlottesville
2017 Drought

- First drought in almost 10 years triggering drought restrictions in Charlottesville
- Messaging developed and distributed jointly with ACSA & RWSA through various media outlets
- Car magnets with water restriction notification placed on City vehicles
- Notification yard signs installed on City owned properties

2017 by the Numbers

- 13 public engagement events
- 50 new Facebook likes
- 135 new Twitter followers
- Over 400,000 impressions from Facebook & Twitter
- 740 rain barrel rebates have been issued to City residents since the start of the program in 2009; 18 of which were issued in fiscal year 2017
- 210 WaterSense toilet rebates issued in 2017 (estimated to save City residents 60 million gallons of water)
- 527 million gallons of water saved from the toilet rebate program since the program started in 2002
- 1,534 WaterSense labeled faucet aerators distributed in the community
- 601 WaterSense labeled showerheads distributed in the community
- Between fiscal year 2009 and 2017, the average single family has reduced their water usage by 263 cubic feet per month (1,967 gallons per month)

@CvilleWaterConservation @CvillePW
www.charlottesville.org/waterconservation