



# Charlottesville Water Conservation Program 2017 Highlights



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 restric. ons 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



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[www.charlottesville.org/waterconservation](http://www.charlottesville.org/waterconservation)