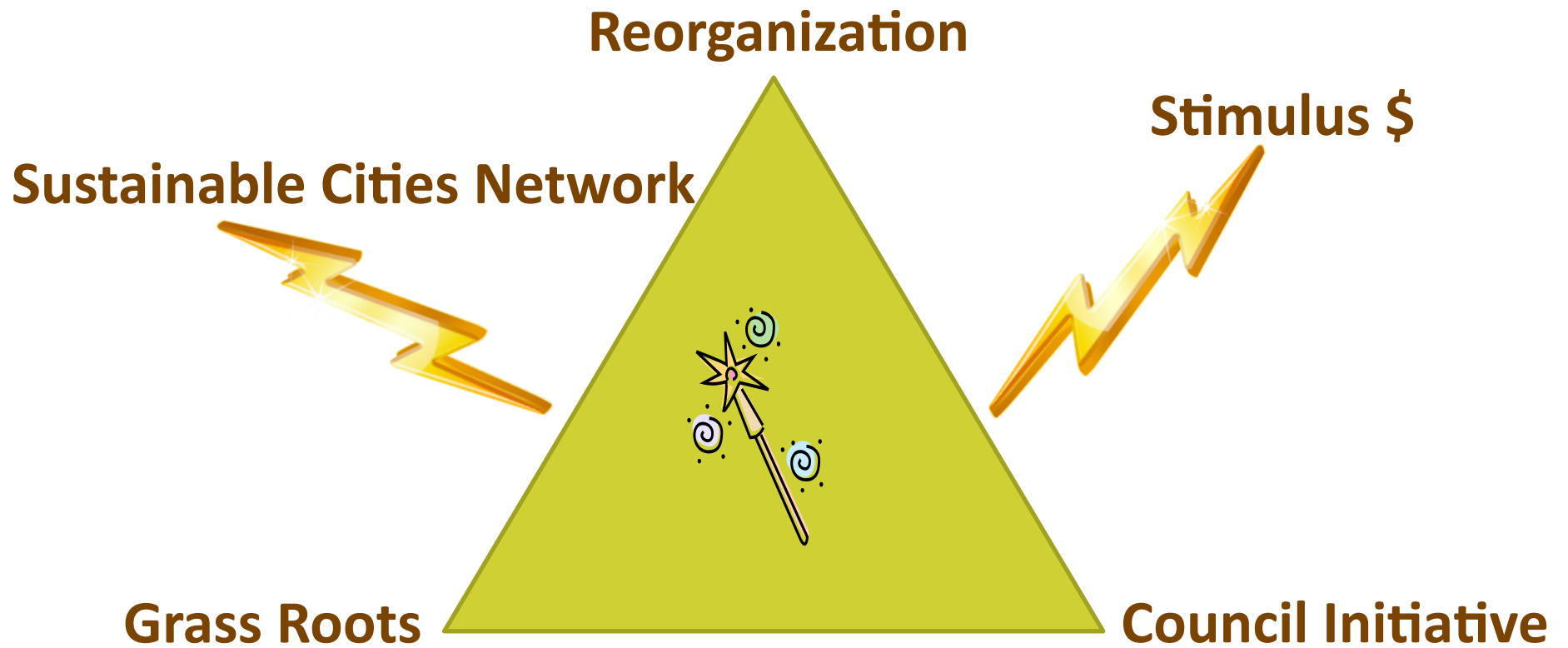


# ***Communicating Sustainability to Your Residents***

**Scott Bouchie, Deputy Director  
Environmental & Sustainability**









# Messaging Considerations

## Community Based Social Marketing

...is all about getting an individual or community to change a behavior in order to improve the quality of life for that individual, or for the community as a whole.

**Fasten** your seat belt. **Eat** more fruit.  
**Pull over to talk** on your cell phone.  
**Don't** litter. **Get** a mammogram.

# Messaging Considerations

## Community Based Social Marketing

- Identify the behavior to change
- Research the barriers and benefits
- Choose social marketing tools
  - Communicate effectively
  - Post reminders
  - Enhance convenience
  - Provide incentives
  - Get a commitment
  - Make it “Normal”
- Pilot test and evaluate



# Messaging Considerations

## Brand Strategy

The American Marketing Association defines a brand as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.”





## **Water Saving Device #89**

### **Your Ears!**

**Listen for dripping faucets and toilets that flush themselves.  
Fixing a leak can save 500 gallons each month.**

**Find this and over 100 more tips at:**  
**[wateruseitwisely.com/arizona](http://wateruseitwisely.com/arizona)**





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BUILDING A SUSTAINABLE  
COMMUNITY

**[mesaaz.gov/sustainability](http://mesaaz.gov/sustainability)**



*Workshop Series*  
**LIVING GREEN**  
EARTH-FRIENDLY ADVICE FOR HOME & GARDEN

Cosponsored by

**Environmental &  
Sustainability  
and Mesa Library**

**Learn to live Green.**



**Communication/ Media**

**Contact with Community**

**Workshop  
Series**

**Highlight City Programs**

**Shift in Behavior**





# LIVING GREEN

Workshop Series

EARTH-FRIENDLY ADVICE FOR HOME & GARDEN

## 2009

AUGUST 8, 1:30 – 4 P.M., MAIN LIBRARY

**Earth Friendly Gardens and Landscapes for Arizona**, *Mary Irish, Horticulturist, Author*

Learn how to build healthy soils that grow healthy plants, and watch your yard become a magnet for birds, butterflies and other wildlife. Plus, find out how plants can help reduce your energy bill and how to minimize or eliminate the need for intensive pest control or fertilization.

SEPTEMBER 12, 1:30 – 3 P.M., RED MOUNTAIN BRANCH

**How to Go Solar: Renewable Energy for Your Home**, *Rhonda Lester, Solar Consultant*

Are you interested in taking advantage of our bountiful sunshine and learning how to make your own renewable energy with solar panels on your home? This program will introduce you to grid-tied or off-grid systems, incentives and tax credits available, and how to calculate payback of system costs.

OCTOBER 10, 1:30 – 4 P.M., MAIN LIBRARY

**Sustainable Desert Vegetable Gardening for Food & Fun**, *Ron Dinchak, Environmental Biologist, Landscape Designer*

Grow your own fresh vegetables in the desert with simple basic techniques. Also learn how to plant, grow and harvest fruits and seeds that have been a sustainable part of our indigenous peoples for centuries. The processing of seeds, seed pods and other plant products will also be demonstrated.

NOVEMBER 14, 1:30 – 3 P.M., RED MOUNTAIN BRANCH

**Healthy Home, Healthy You: Do Natural Products Really Make a Difference?**

*Stacy Wilde, LEED AP Sustainability Consultant*

In this interactive workshop you will learn about some of the chemicals that are in your home and personal care products and how they might contribute to your overall health, the environment, and your wallet. Also learn how to recognize 'greenwashing' and how to select the best natural products for your home.

DECEMBER 12, 1:30 – 4 P.M., MAIN LIBRARY

**Home Energy Efficiency: Getting the Most Impact for the Money**,

*Luis Henrique Martinez, Ph.D., CEM, LEED AP*

Learn how to measure and reduce your carbon footprint to improve the energy efficiency in your home and create a healthier environment. Participants will leave with an action plan and an understanding of the trade-offs and implementation costs from no-cost options to major equipment purchases.

## 2010

JANUARY 9, 1:30 – 3 P.M., RED MOUNTAIN BRANCH

**Harvesting Rainwater for Your Landscape**, *Greg Morris, Master Gardener, Landscape Designer*

Even with our meager 8" of rain each year, you can collect over 7,000 gallons of water off of a 1,500 square foot rooftop. Capturing this high-quality source of free water to irrigate your landscapes provides a source of water that is healthier for plants and easier on the water bill.

**LIVING GREEN** Workshop Series  
EARTH-FRIENDLY ADVICE FOR HOME & GARDEN

**2009**

August 8, 1:30 – 4 p.m.  
Main Library  
Earth Friendly Gardens and Landscapes for Arizona / Mary Irish, Horticulturalist, Author

September 12, 1:30 – 3 p.m.  
Red Mountain Branch  
How to Go Solar: Renewable Energy for Your Home / Ronald Lester, Solar Consultant

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Main Library  
Sustainable Desert Vegetable Gardening for Food & Fun / Ron Dinchak, Environmental Biologist, Landscape Designer

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December 12, 1:30 – 4 p.m.  
Main Library  
Home Energy Efficiency: Getting the Most Impact for the Money / Luis Henrique Martinez, Ph.D., CEM, LEED AP

*Learn to live green.*

Environmental & Sustainability and Main Library  
mesaazlibrary.org  
mesaazlibrary.org

**LIVING GREEN** Workshop Series  
EARTH-FRIENDLY ADVICE FOR HOME & GARDEN

**2010**

January 9, 1:30 – 3 p.m.  
Red Mountain Branch  
Harvesting Rainwater for Your Landscape / Greg Morris, Master Gardener, Landscape Designer

February 13, 1:30 – 4 p.m.  
Main Library  
Landscape Plants for Shade, Color & Wildlife / Greg Morris, Master Gardener, Landscape Designer

March 13, 1:30 – 3 p.m.  
Dobson Branch  
Composting in Easy as One-Two / Ron Perry, Master Gardener

April 10, 1:30 – 4 p.m.  
Main Library  
Landscape Watering by the Numbers: Water Scheduling and Controller Programming / Dennis Hoffmann, Horticultural Consultant

May 8, 1:30 – 3 p.m.  
Red Mountain Branch  
Water-Wise Landscaping for the Arizona Desert / Greg Morris, Master Gardener, Landscape Designer

June 12, 1:30 – 4 p.m.  
Main Library  
Green Building and Renovation Principles for Your Home / Denise Hoffmann & Steve Price

July 18, 1:30 – 3 p.m.  
Dobson Branch  
Converting from Grass to Xeriscaping to Save Water, Time & Money / Vicki Burpee, Landscape Designer

*Learn to live green.*

Environmental & Sustainability and Main Library  
mesaazlibrary.org  
mesaazlibrary.org

Books on display include:  
- green remodeling  
- THE PASSIVE SOLAR HOUSE  
- SOLAR HOUSING  
- A GUIDE TO GREEN HOUSEKEEPING  
- Your Own Greenhouse  
- Solar Electric  
- Solar Power Your Home DUMMIES  
- POSTING  
- 30 DAYS OF SOLAR LIVING SOURCE BOOK  
- DESERT GARDENING  
- GREEN GUIDE  
- HOT GARDEN  
- CACTI & SUCCULENTS  
- outwest  
- LIVING GREEN  
- Green Your Home DUMMIES



workshop Series

# LIVING GREEN

EARTH-FRIENDLY ADVICE FOR HOME & GARDEN

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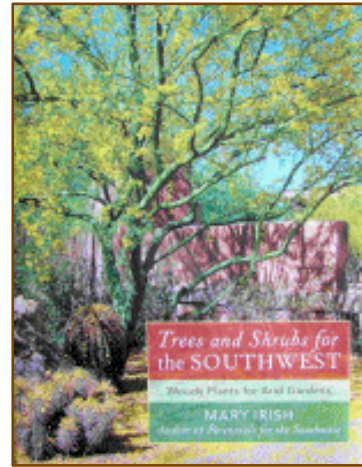
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mesalibrary.org

Environmental & Sustainability and Mesa Library  
mesaaz.gov/sustainability

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Library Resources  
**LIVING GREEN**  
EARTH-FRIENDLY ADVICE FOR HOME & GARDEN

**Looking for some great books on  
green home and garden topics?**



or stop by any of your City of Mesa Library branches

**Learn to live Green.**





*Workshop Series*  
**LIVING GREEN**  
EARTH-FRIENDLY ADVICE FOR HOME & GARDEN



Thanks to our partners

**University of Arizona  
Cooperative Extension  
Master Gardeners**

**Learn to live Green.**





Visit our Web site for sustainability news, resources and ideas.

[mesaaz.gov/sustainability](http://mesaaz.gov/sustainability)

Learn to live Green.





**SEPTEMBER TIP PAYBACK: \$700-\$1,000/YR**  
**Avoided Emissions of CO<sub>2</sub>: Up to 3,300 lbs./YR**

## **\$USTAINABILITY \$AVINGS TIP**

### ***SOLAR OPPORTUNITIES SHINE***

**Take advantage of our bountiful sunshine and  
tax credits to save green and be green.**

Learn how you can get \$20,000 in incentives for a solar system or up to \$1,900 for a new air conditioner by checking out this month's tip.

**[mesaaz.gov/sustainability](http://mesaaz.gov/sustainability)**

# **Learn to live Green.**



**SEPTEMBER TIP PAYBACK: \$700-\$1,000/YR**  
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## \$USTAINABILITY \$AVINGS TIP



**SEPTEMBER TIP PAYBACK: \$700-\$1,000/YR**  
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### \$USTAINABILITY \$AVINGS TIP

#### **SOLAR OPPORTUNITIES SHINE**

*Take advantage of our bountiful sunshine and tax credits to save green and be green.*

While days get noticeably shorter in September, there's still plenty of sunshine to keep our temperatures a bit uncomfortable – just another reminder that we get a lot of sunshine in Mesa - over 325 sun-drenched days a year. So why, when we look out the airplane window, or view our community with Google Earth, don't we see just as many (or more) solar panels as swimming pools?

Here's a cost comparison of installing a pool vs. solar panels:

Expense/Payback	Swimming Pool	Solar Panels
Installation	\$35,000 (in-ground pool)	\$35,000 (5 kW system)
Maintenance	\$750/year	\$50/year (wash panels/inspect)
Costs to Utilities (water & energy)	\$750/year	\$1
Savings	\$0 (does offer pleasure & exercise)	\$700 to \$1,000/year
Payback	A deficit of \$35,000 + \$22,500-\$30,000 for maintenance costs over 15-20 years	Complete payoff of system 15-20 years with rebates

So if 'green' really is the new 'black', as they say, and solar panels are as much of a statement or status symbol as a swimming pool, perhaps that vision could become a reality. As declared by San Francisco architect Mark English, "Nothing screams I'M SAVING THE PLANET like a gleaming set of rooftop solar panels." But, English also warns that before even considering solar for the energy savings, it is best to invest in improving energy efficiency in your home.

The good news is that tax credits are available for both energy improvements and renewable energy purchases.

Here's a sampling of projects with rebates/incentives available:

Energy Saving Project	Improvement	Federal	State	SRP Utility*
Lighting	Compact Fluorescent Bulbs (CFL's)			Discounts available at participating stores for CFL's
Appliances	Energy Star labeled**		Stimulus funds may soon provide additional appliance rebates	Clothes washer up to \$75 Dishwasher \$20 Refrigerators \$30, free pick up & recycle old unit
Water Heater (electric, gas & solar) see rebates from gas providers pg. 2	Energy Star labeled**	30% up to \$1,500 (gas or electric) 30% no cap (solar)	25% up to \$1,000 (solar)	\$0.50 per kilowatt hour of energy savings (OG-300 rating), no cap (solar)
Insulation	Attic, wall, or floor	30% up to \$1,500		
Windows/Shade Screens	Dual pane, low-e glass	30% up to \$1,500		Shade Screens \$3/sq. ft.
Heating/Ventilation/AC (HVAC)	SEER of 14 or greater Duct sealing, etc.	30% up to \$1,500		SEER of 15 or greater up to \$400
Solar Electric	Provide part or all renewable energy	30% no cap	25% up to \$1,000	\$2.70 for installed watt up to \$13,500

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More on page 2 →

  
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[mesaaz.gov/sustainability](http://mesaaz.gov/sustainability)

# \$USTAINABILITY \$AVINGS TIP

The Environmental and Sustainability division offers free copies of desert gardening guides:

- ***Xeriscape: Landscaping with Style in the Arizona Desert*** will take you step-by-step in the creation, installation, and maintenance of a beautiful, healthy, water and energy efficient garden in the desert.
- ***Landscape Plants for the Arizona Desert*** lists over 200 well-adapted plants, featuring photos and specific plant details.
- ***Landscape Watering by the Numbers*** will keep you on track with proper watering and efficiency.

## CHECKLIST FOR SAVINGS

- ☐ Call (480) 644-3306 to request your free booklets or request them online at:  
[www.mesaaz.gov/conservation/publications\\_main.aspx](http://www.mesaaz.gov/conservation/publications_main.aspx).
- ☐ Attend one of the monthly *Living Green* Workshop Series programs to learn more about landscaping and energy conservation. For a list of programs visit [www.mesaaz.gov/sustainability](http://www.mesaaz.gov/sustainability).
- ☐ Visit the City of Mesa library for more books on desert gardening, landscaping and energy efficiency. See our recommended list of books at [www.mesalibrary.org/research/links/living-green.aspx](http://www.mesalibrary.org/research/links/living-green.aspx).

## DESIGN TIPS

- Do a site analysis to determine sun exposures and best areas to create shade.
- Select trees to shade east- and west-facing exposures. Select deciduous trees on south-facing exposures, allowing sunlight into the home during the winter when branches are bare of leaves.
- Shade your air conditioner condenser to reduce air temperatures around the unit.
- Limit turf grass areas to save substantial amounts of water and to improve energy saving potential.

## \$TART \$AVING

Start saving on energy costs, while doing your part for *building a sustainable community*.

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**Mesa's Living Green Workshop Reminder**  
Get a monthly e-mail to remind you about each program.

**[mesaaz.gov](http://mesaaz.gov)**

**Then look for 'list subscribe' on the left navigation bar.**

**Learn to live Green.**





# ***Looped Sustainability Slide Show***

Looped program with sustainability information plays as attendees are getting seated and waiting for the program to begin.

**Learn to live Green.**

# Welcome to

## ***How to Go Solar: Renewable Energy for Your Home***



by  
**Rhonda Lester**

### **Learn to live Green.**



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[mesaaz.gov/sustainability](http://mesaaz.gov/sustainability)



*October Workshop*

***Sustainable Desert  
Vegetable Gardening  
for Food & Fun***

***Ron Dinchak***



**Saturday, October 10, 1:30 – 4 p.m.**  
**Mesa Main Library, 64 E. First St.**

***Get Ready for Your  
Fall Garden!***

**Learn to live Green.**



***Did you know:***

What goes into our storm drains can end up in our lakes, washes, canals, rivers or retention areas where our children play?



**STORM**

STORMWATER OUTREACH for  
REGIONAL MUNICIPALITIES

**Only Rain in the Storm Drain**

**AZSTORM.ORG**

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# Prescription Drug Disposal



It's your environment –  
Please don't flush!

Mesa is now accepting  
prescription drugs at  
Household Hazardous  
Waste Events.

Next event is Oct. 3

Call (480) 644-2061

Learn to live Green.

## Green Barrel Recycling

Mesa is the only city in the state to offer this curbside service. Use for unbagged yard waste such as grass, leaves, plant trimming, tree branches and prunings.



Call (480) 644-2222 or visit [mesaaz.gov/waste](https://mesaaz.gov/waste)

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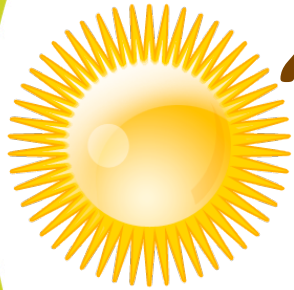
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[mesaaz.gov/sustainability](https://mesaaz.gov/sustainability)



**Brush clearance at wastewater treatment plant. Goats are used to safely remove weeds around recharge ponds.**

**Learn to live Green.**



***“I’d put my money on the sun  
and solar energy. What a  
source of power! I hope we  
don’t have to wait until oil  
and coal run out before we  
tackle that.”***

**-Thomas Edison 1847-1931**

**Learn to live Green.**

# What is Sustainability?

*“Don’t eat your seed corn.”*



-Navajo saying

**Learn to live Green.**



# ***Introductory Topic to Program***

- Allows staff to brag about programs or sustainability efforts
- Allows us to educate public about resources available from the City or efforts by the City in areas of sustainability

**Learn to live Green.**



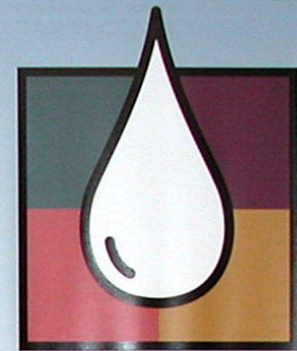
## ***Summary – series provides...***

- Topics and opportunity for media
- Face-to-face contact with community
- Opportunity to brag about programs available or projects you are doing
- Involvement of council and other departments
- Greater knowledge and critical thinking of residents
- Peer culture of behavior change

**Learn to live Green.**







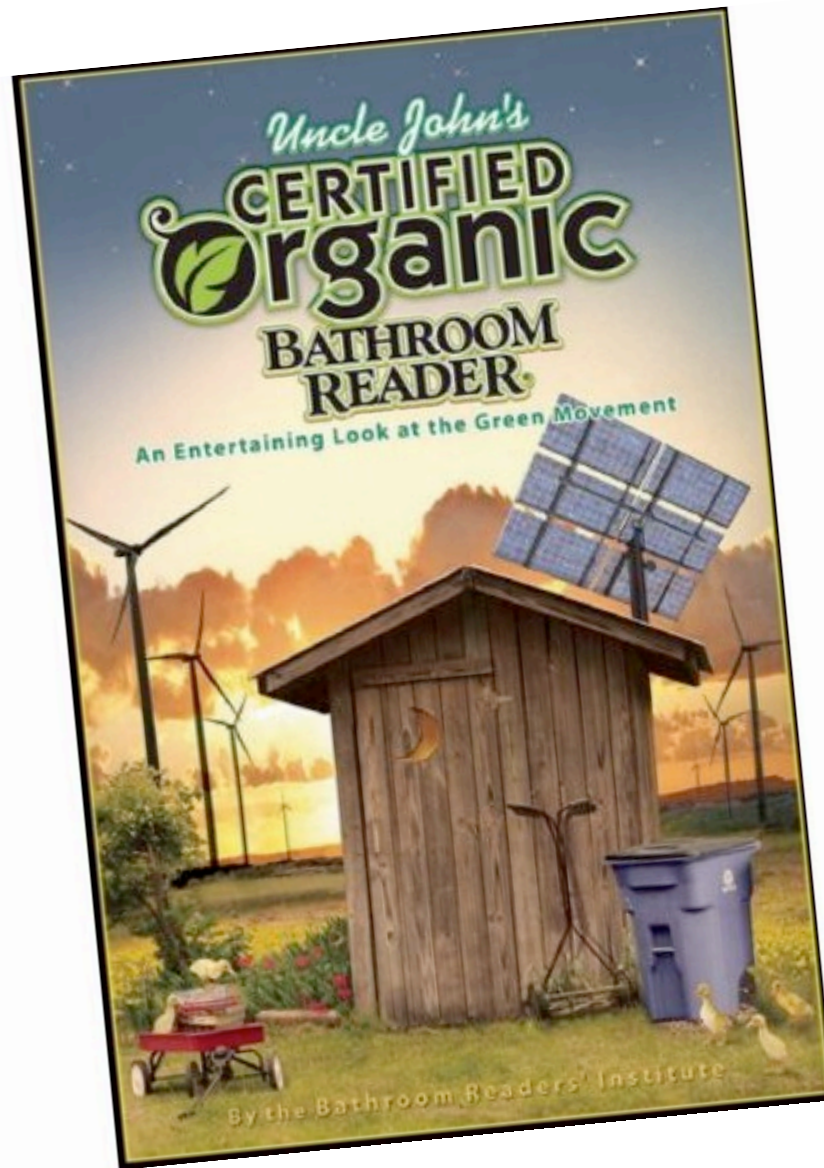
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WISELY®**

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**Subtitled:  
An Entertaining  
Look at the  
Green  
Movement.**





Councilmember Richins shares photos of his homemade rotating composter with Councilmember Higgins and gardening author, Mary Irish at the August 8 *Living Green Workshop Series* at Mesa Main Library. Irish spoke about ***Earth Friendly Gardens and Landscapes for Arizona***. Programs take place on the 2nd Saturday of each month.



*We often use the "City of Wide Streets and Narrow Minds" to refer to our humble burg, but it doesn't quite give Mesa enough credit now that we've got all these sustainability programs like RecycleBank and weed-eating goats. So henceforth and forevermore, we'll refer to Mesa as "The Greener City of Wide Streets and Narrow Minds®." Which brings us to today's workshop on [solar energy](#). It's part of Mesa's free "Living Green" workshop series and begins at 1:30 p.m. at the Red Mountain Branch Library, 635 N. Power Road.*

**John D'Anna**  
**Mesa Republic Editor**  
**azcentral.com**

**Learn to live Green.**

