GILBERT WATER CONSERVATION

Luke Gilbert, Paulina Vu, Coee, Taylor Caldwell
CALIFORNIA NOW HAS MANDATORY WATER RESTRICTIONS!
(go into further detail here!)
We don’t want to be alarmists here but...
Problem Introduction

- Arizona climate, Gilbert, and Drought
- Water Wise Program/water audits: Free for residential and business sector
- Main Issue: Little to no turnout from business

Questions:
- How can businesses realistically reduce water usage?
- How can the Town of Gilbert increase interest in, knowledge of, and participation in city-wide water conservation?
Gilbert 101

- Population: 217,000 (2012)
- Population has doubled every five years
- Median Household Income: $76,574
- Main industries:
  1. Biotech, Healthcare, and Life Sciences
  2. Aerospace and Defense
  3. Clean Technology and Renewable Resources
Stakeholders

City of Gilbert

Local Businesses

Water Conservation Experts

Residential Sector
Solutions

- Xeriscaping and Outdoor Water Conservation

- Social Marketing Campaign: Interest Polls, Social Media, etc.

- WaterTech/Conservation Festival
Frito-Lay in Casa Grande AZ, has turned their multimillion dollar processing center into a net-zero water efficient plant. Capable of saving up to 300,000 gallons of water a day! That’s $561,000 dollars in savings per day!

THE SITUATION SEEMS GRIM. HOWEVER CORPORATIONS HAVE FOUND A WAY TO PROFIT FROM A
Water Supply Reduction Management Plan

- In preparation for potential long-lasting drought in Arizona
- 4 phases, which varying voluntary and mandatory action for all sectors (commercial/industrial, residential, etc.)

- Phase 1-2 involves mostly voluntary action

- Phase 3-4 requires mandatory surcharges for water usage ex. 11,000 - 20,000 gallons = 25% surcharge
Conservation efforts are rarely limited to one group or entity so they often magnify social restrictions and consequences…..

To get more businesses on board with Water Wise Gilbert questioning the social issues that lie within surface problems can break communication barriers and lead to greater participation!
Attacking Apathy

Different businesses provide different products, so the reasons for why two businesses do or don’t participate in water savings will differ as well.

No one solution exists that will gain every business owner’s interest

asking simple questions about communication methods can increase efficiency
Who is directly receiving the information about Water Wise Gilbert?
- Participation may be limited when a recipient feels they don’t hold the power to present a conservation issue to management
- Age? Level of experience?

How are they receiving the information?
- Pamphlets, brochures, and business cards can become easily lost. Emails and phone calls are more reliable but less personal and easy to forget about.
- Personal consultation is a strong point here!

When are they receiving information?
- Contact during times of high traffic may be forgotten about or disregarded, even if the business is interested.
Social Marketing Campaigns

- Facebook
- Twitter
- Instagram

Translating polls into results → present legislation changes for water rebates
WaterTech/Conservation Festival

- Similar to the AZ SciTech Festival, but would be water themed
- City would ask various local businesses to showcase different technologies/ways to conserve water
- WaterTech Business Competition: businesses could compete for the Water Wisdom Award (or otherwise named)
- Funding: Sponsorships and Donations
- Resources: Science Festivals Alliance

http://sciencefestivals.org/resources/sponsorship/
Sample Promotional Poster!

The town of Gilbert presents...
~The Gilbert~

Wafer Tech Festival

April 2016
Venue Name
*FREE ADMISSION*

Investing more back into the company

- Companies are mainly interested in their profits and growth
- What are the facts about how much a company can save on water cost?
- Gaining facts about this from the Water Tech/Conservation Festival
- How much money will the Water Audit save a company
- Can potentially invest the money back into the company to increase size, growth, output, stock, etc.
Benefits?

- Increase business buy-in and interest to water conservation
- Engage with local community and increase general knowledge on water conservation
- Businesses can use the event to market, advertise, and network
- Generate interest in STEM careers in the younger generations: Gilbert is largely STEM based and industries continue to grow
- Use expertise and brainpower of local businesses and scientists to help further water conservation in Gilbert
Sources