

# GILBERT WATER CONSERVATION

Luke Gilbert, Paulina Vu, Coee, Taylor Caldwell









LOW FLOWS MAKE WATERWORKS WATER RESTRICTIONS.  
(go into further detail here!)



We don't want to be alarmists here but...

The background is a blue gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. On the right side, there are several sets of parallel white lines that appear to be part of a larger graphic element, possibly representing a stylized 'E' or a series of parallel paths.



© Leigh Hilbert Photography

GILBERT ARIZONA 3 YEARS FROM  
NOW





# 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

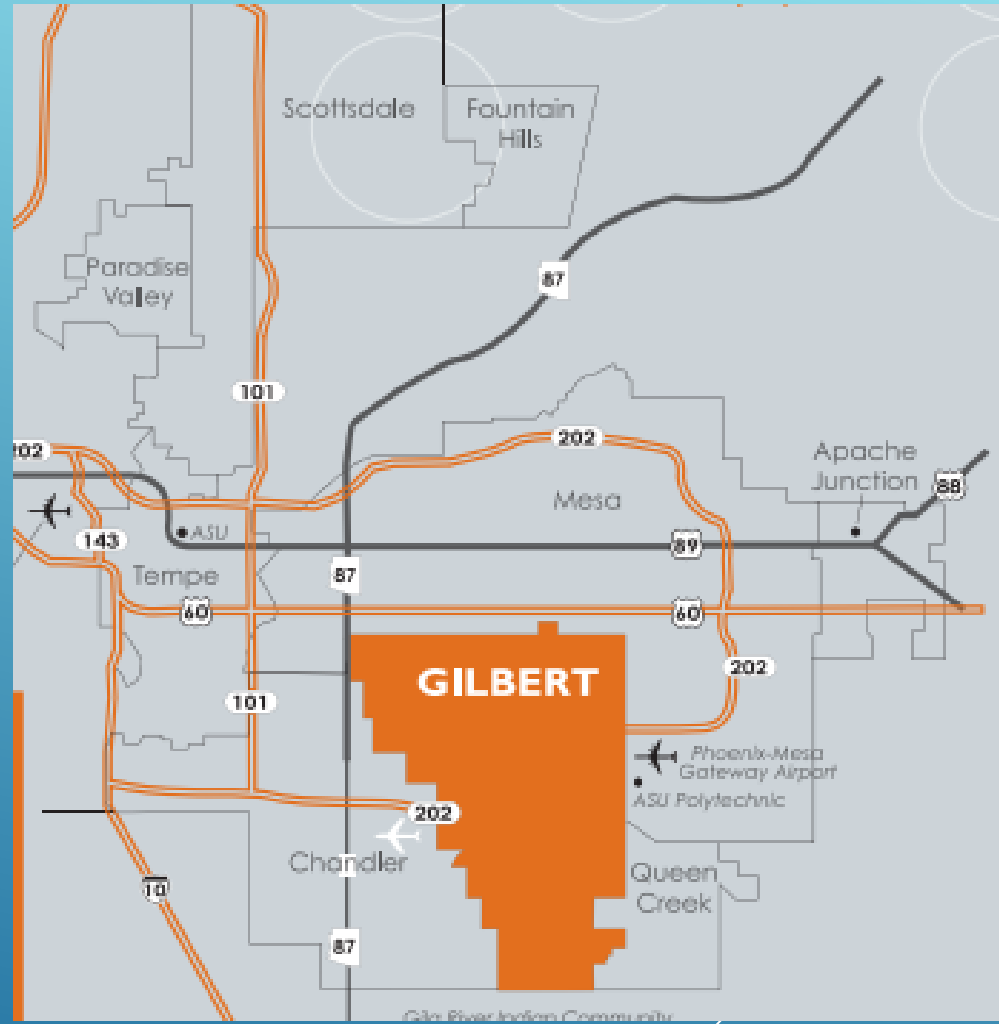
## Questions:

- 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



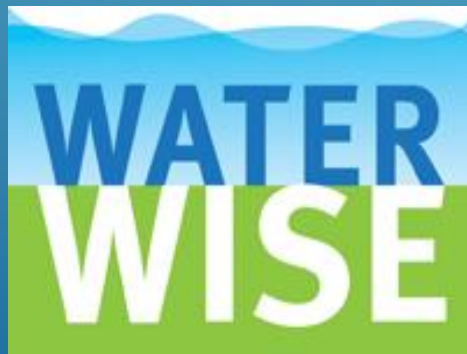
# Stakeholders



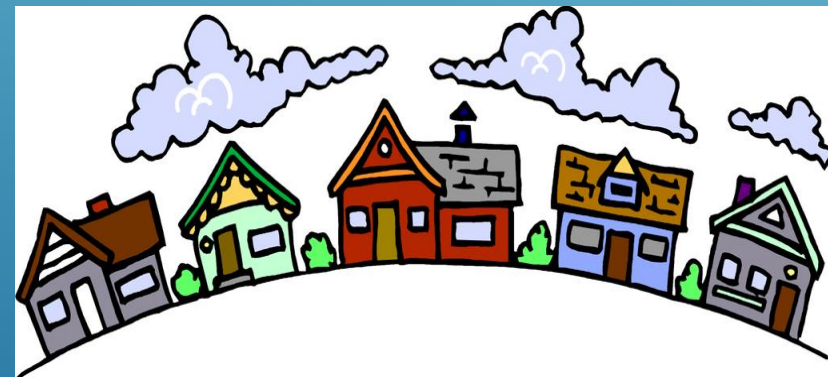
City of Gilbert



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 Frito-Lay logo is a red, rounded rectangular shape with a white outline, resembling a bowl. The words "Frito Lay" are written in white, bold, italicized sans-serif font across the bowl. Above the bowl is a large yellow sun with a white outline. The background is a solid blue color.

**Frito Lay**

THE SITUATION SEEMS GRIM.  
HOWEVER CORPORATIONS HAVE  
FOUND A WAY TO PROFIT FROM A

*Good fun!*



# 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. 110,000 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 business 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.



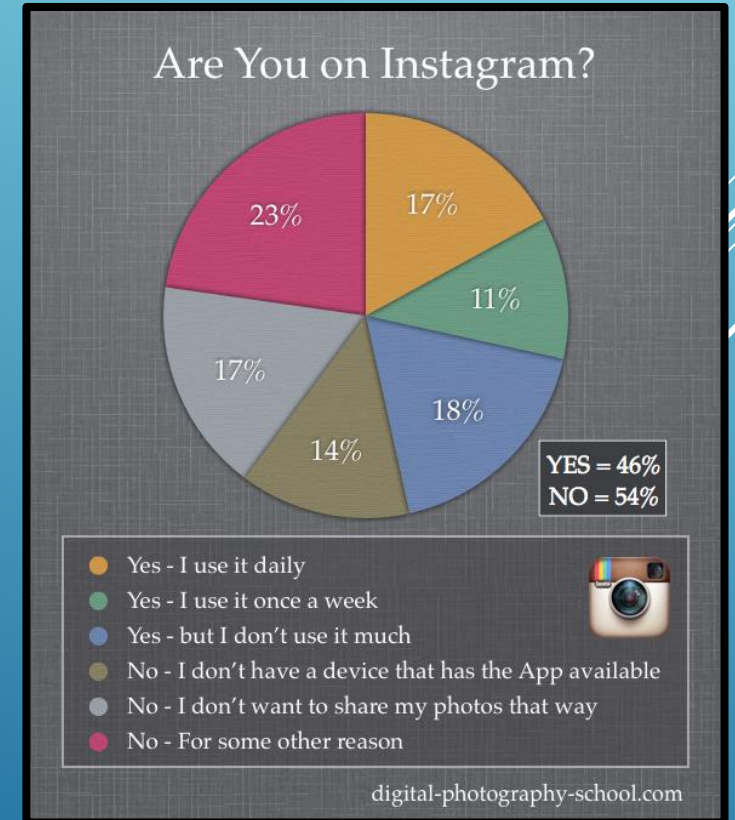
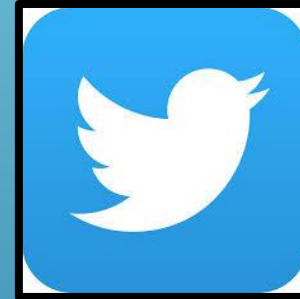
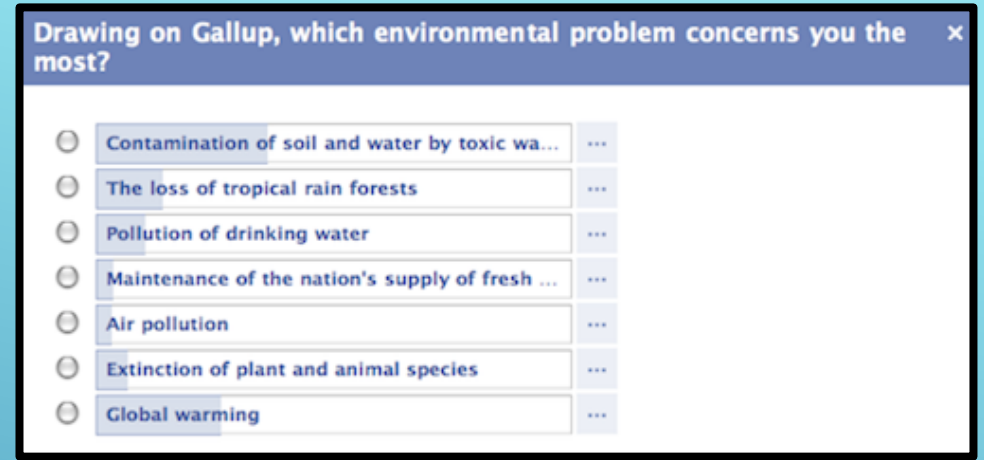


# Social Marketing Campaigns

- 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/>

PHILADELPHIA SCIENCE FESTIVAL		2011 SPONSOR BENEFITS						
	Platinum Exhibitor	Gold Exhibitor	Silver Exhibitor	Copper Exhibitor	Corporate Exhibit	Student Exhibit		
<b>Festival Recognition</b>								
Top billing on festival materials	*	*						
Opportunity to appoint a member to the Festival Steering Committee	*	*						
<b>Print/Media Recognition*</b>								
Logo on Festival T-shirt	*	*	*					
Logo placement on event materials including programs, event materials, signs, and posters	*	*	*					
Top recognition on print materials including programs, event materials, signs, and posters	*	*	*	*	*	*	*	
<b>Recognition on the Festival Website</b>								
Logo recognition on official Festival homepage	*	*	*					
Listing on official website page of event website with logo recognition and link	*	*	*	*	*	*	*	
<b>Recognition in the Festival e-newsletter</b>								
Logo recognition on Festival e-newsletters	*	*	*					
Text recognition on Festival e-newsletters	*	*	*	*	*	*	*	
Exclusive "Sponsor Highlight" in one Festival e-newsletter	*	*	*					
<b>Central City "Science Recognition"</b>								
Logo placement on main Central City sign	*	*	*					
Logo placement on all Central City signage	*	*	*					
Text recognition on all Central City signage	*	*	*	*	*	*	*	
Commemorative event space	*	*	*					
Festival exhibitor space	*	*	*	*	*	*	*	
Free table and support for selected research/field or applied work and/or academic activities for the Central City	*	*	*	*	*	*	*	
<b>Recognition in Public Relations, Marketing, and Media*</b>								
Recognition in press advertisements	*	*	*					
Opportunity for a quote or being in press releases	*	*	*	*	*	*	*	
Name listing in all press releases and public relations efforts	*	*	*	*	*	*	*	
Inclusion in media events	*	*	*	*	*	*	*	
Securing opportunity at press conferences	*	*	*	*	*	*	*	
<b>General Event Recognition and Benefits</b>								
Tables to promote summer events	36	12	36	6	6	6	6	
Reserved tables to select high-profile events	*	*	*	*	*	*	*	
<b>Additional Institutional Benefits</b>								
Discount opportunities for staff/students	*	*	*	*	*	*	*	
Opportunity to host a signature event within the Festival	*	*	*	*	*	*	*	
Additional related benefits may be mutually agreed upon between parties subject to change.	*	*	*	*	*	*	*	

For more information about sponsorship opportunities, please call 215.419.2333 or email [marketing@phi-science.org](mailto:marketing@phi-science.org).

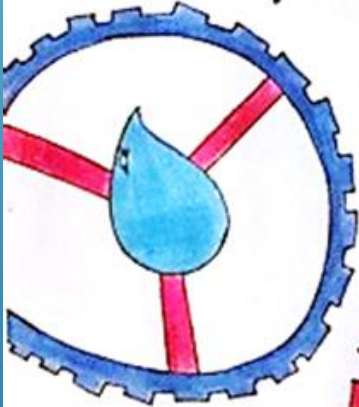
Organized by THE FRANKLIN INSTITUTE

# Sample Promotional Poster!

The town of Gilbert presents...

~The Gilbert~

WATER FESTIVAL  
TECH FESTIVAL



April 2016


Venue Name

\*FREE ADMISSION\*

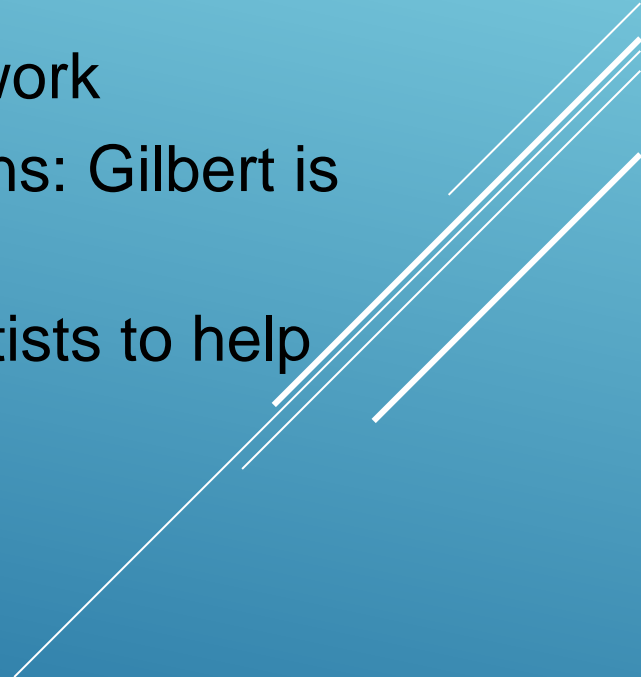
Conserve. Innovate. Engage.



# 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.
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

# 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
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

# Sources

