

# CAMPAIGN SUMMARY



This year, WaterSense partners from across the U.S. and Canada joined EPA in the race to chase down leaks! With more participation than ever, more than 50 events (that we know of!) were hosted by WaterSense partners from coast to coast to educate Americans on how to find and fix household leaks. Many partners also led promotional efforts in their communities to motivate consumers to make their homes more water-efficient and empower them with helpful tips and tricks. Here are some of the highlights!

## SOCIAL MEDIA

### TWITTER



Twitter was one of the most effective ways to get the word out about Fix a Leak Week! The buzz started strong on Monday, March 17th (St. Patrick's Day!) with a "green" themed #fixaleak Twitter party. Participation was so high that the #fixaleak hashtag trended nationally not once, but THREE times during the hour long chat. One of tweets sent out during this time even made the list of the top 15 government tweets of the day! It was a great opportunity to engage with both partners and the public; answering questions, passing along educational tips, and promoting partner events. Tweets containing the #fixaleak hashtag continued throughout the week (much thanks to our partners!), resulting in some of the best campaign engagement on social media we've seen. Promotional partner, **WasteWater Education** (MI), even used the online platform to conduct a virtual relay race; groups of Twitter "teams" competed to have the highest number of retweets of WasteWater Education's daily #fixaleak tweets in hopes of winning an artistically decorated Golden Plunger!

**2.1M REACH\***

**3.6K TWEETS**

**9.4K IMPRESSIONS\***

**3X TRENDED**

- United States Trends - Change
- L'Wren Scott
  - Happy St. Patrick's Day
  - #FixaLeak**
  - Jim Irsay
  - The Luck of the Irish
  - #kissmeirish
  - #mcm
  - Mick Jagger
  - #green
  - #MarchMadness



**1.5K CONTRIBUTORS**



### FACEBOOK

Facebook is a valuable platform for sharing more detailed information. In addition to an increase in engagement on posts and photos we shared during Fix a Leak Week, one of the features we're most excited about was the 2014 Fix a Leak Week Event Map. This was the second year we posted a map to Facebook to help viewers find Fix a Leak Week events near them. We made a few improvements to this year's edition, which had great results – we saw a 289% increase in viewership! Next year we hope to make it even better to help our partners get the word out about their events.



**47,256 IMPRESSIONS\***

**1,112 STORIES\***

**1,367 ENGAGED USERS**

**17,257 REACH\***

**\*REACH:** The number of unique users that saw a Tweet or Facebook story about Fix a Leak Week.

**\*IMPRESSIONS:** The total number of Tweets or Facebook stories that users saw about Fix a Leak Week. A single user can be exposed to multiple impressions.

**\*STORIES:** The number of Facebook newsfeed "stories" that were created. Stories are created when a user interacts with a page or post, either by liking a page, or by liking, commenting on, or sharing a post.

# PARTNERS IN ACTION

In honor of this year's "Chasing Leaks" theme, partners held a variety of road races, contests, and workshops to inspire consumers to chase down water-wasting culprits.

## RACE TO CHASE LEAKS!

Fix a Leak Week got off to an early start on Saturday, March 15th with the 2nd Annual Water Drop Dash & Water Festival along the Chattahoochee River in GA. At over 640 runners, participation in this year's race doubled in size. After the race and Kid's Fun Run, which involved chasing local utility mascots (and of course a toilet!), runners cooled down at the family friendly Water Festival with water conservation education, games, giveaways, and activities. The event was spearheaded by **Metropolitan North Georgia Water Planning District** but is a great example of WaterSense partner collaboration! **The Home Depot** and nearby utilities **Cobb County Water Systems** and **Gwinnet County Dept. Water Resources** lent their support as well.

### Metropolitan North Georgia Water Planning District



### City of St. George & Washington County Water Conservancy District



The race to Chase Leaks headed west, making its next stop in Utah. The **City of St. George** (UT) and **Washington County Water Conservancy District** (UT) partnered with the Spectrum 10k event and entered a runner dressed in a toilet costume. Race packets contained Fix a Leak Week information, and the two organizations hosted an informational booth where race participants could pledge to fix household leaks.

### Santa Rosa Water & Sonoma-Marín Saving Water Partnership

Also on Saturday, March 15th, **Santa Rosa Water** (CA) and the **Sonoma-Marín Saving Water Partnership** (CA) hit the ground running at the third annual Santa Rosa St. Patrick's Day 5K. They added a little extra "green" to the race by including information on fixing leaks in race packets, posting messages on mile markers, and hosting a booth with giveaways, activities, and water efficiency tips in collaboration with the city's Water-Use Efficiency Team.



### Colorado Springs Utilities



The course turned back towards the Rockies when **Colorado Springs Utilities'** own water conservation mascot, Dewey the Water Drop, teamed up with the local Jack Quinn's running club to promote chasing leaks at their weekly 5k run. Participants and visitors received toilet leak-detection dye tablets and information about fixing leaks around the home.

### Arizona Municipal Water Users Association

Two Fix a Leak Week classics helped finish the week off strong! The **Arizona Municipal Water Users Association** (AMWUA) held its fourth annual One for Water 4-miler race on March 22, 2014. Runners raced alongside AMWUA's life-sized toilet mascot, Leaky "Loo" McFlapper and Ewing Irrigation's Rowdy Rotor. Flo the WaterSense spokesgallon even tagged along for the race! The event also featured a family fun festival that promoted finding and fixing leaks indoors and out.



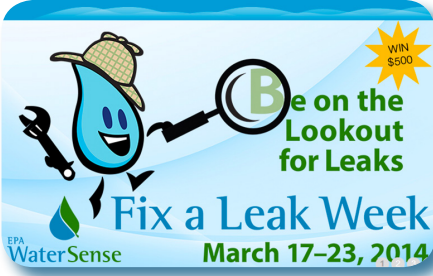
# City of Charlottesville Water Conservation



To wrap up the Fix a Leak Week races, the **City of Charlottesville Water Conservation** (VA) put a literal spin on the “chasing leaks” theme at their 2nd Annual Fix a Leak Week Family 5k. Participants raced to chase down the event’s running toilet mascot for a prize and then cooled down at the family friendly festival that followed, which featured water-saving tips, kids activities, and a demonstration on how to fix leaks.

## CONTESTS!

“Leak Detective” photo contests via social media were a creative way to engage consumers in finding and fixing leaks! This year, **El Paso Water Utilities** (TX) and **San Francisco Public Utilities Commission** (CA) asked their residents to submit photos that highlighted fixing leaks in their home for the chance to win either a Home Depot gift card or a WaterSense labeled Delta Faucet. **California American Water** also hosted a photo competition, but instead appealed to non-profit organizations to share photos of leak detection and water conservation efforts around their facilities for a \$1,000 donation - Sacramento SPCA was the lucky winner!



In light of the recent drought conditions in California, **Irvine Ranch Water District** put a spin on the qualifications for their photo contest by only accepting entries of residents fixing leaks from their outdoor irrigation systems in hope of helping them curb their outdoor water use.

Fix a Leak Week 2014 was also a chance to work with local schools to teach kids about water efficiency, and some of our partners incorporated some friendly competition into the curriculum!

After teaching local 4th graders about water conservation and Fix a Leak Week, **Murray City Water Department** (UT) held a drawing contest for students to showcase what they learned. **Milwaukee Metropolitan Sewerage District** (WI) also worked with 1,200+ students, and encouraged them to submit art or essays on water conservation for a chance to win 1 of 10 family memberships to local nature centers or Discovery World. **Fort Whyte Alive** in Winnipeg, Manitoba, CA and the **Saving Water Partnership** (WA), with support from **Nature Vision** (WA), challenged classrooms at local schools to be leak detectives by checking for dripping taps, leaky showerheads, or running toilets for the chance to win various prizes.



## RAFFLES!



Three of our partners chose to up the ante with online raffles! **California Water Service Company** created a Facebook “Which H2O Hero Are You?” quiz, where participants answered questions on how to use water wisely in hopes of reaching an H2O Hero level like “Water Wizard”! While the quiz was open to the public (and full of great graphics!), California Water Service Company customers who took the quiz had the opportunity to enter to win a raffle for a high-efficiency clothes washer or smart irrigation controller.

WaterSense manufacturing partner, **Hansgroghe USA**, also used Facebook to raffle off 120 WaterSense labeled Hansgroghe Chroma Showerheads. It was no simple feat to enter the raffle; participants had to complete a number of online tasks, such as taking the WaterSense “We’re for Water” Pledge in order to be eligible for the drawing. In addition to their “drawing contest” for students, **Murray City Water Department** (UT) also held a raffle drawing for residents to win a WaterSense labeled Delta Pull-down faucet.



## RETROFITS!

**Athens-Clarke County Water Conservation Office** (GA) held their second Fix a Leak Week retrofit. As with last year, Athens-Clarke accepted nominations of local non-profits to win a "Water Saving Retrofit" that included repairs and replacements with WaterSense labeled models where needed. This year's lucky winner, Nuci's Space, a non-profit health and music resource center, was selected due to their water saving potential and capacity for public education and outreach. As part of the retrofit, two constantly leaking toilets were replaced with new WaterSense labeled models, a dripping kitchen faucet was also replaced, and a water-wasting urinal was repaired. These changes are expected to reduce their water usage by at least 40%!



## Athens-Clarke County Water Conservation Office

### Cobb County Water System

**Cobb County Water System** (GA) chose Fix a Leak Week 2014 to launch their new Green Cities Program. The program aims to help multi-family properties save water, prevent leaks, and lower their bills by retrofitting them with WaterSense labeled products manufactured by WaterSense partner, **Niagara Conservation**. Local plumbers trained by another WaterSense partner, **Green Plumbers USA**, will conduct audits and install replacement toilets, showerheads, and aerators. The program kicked off with a demonstration on March 21st at the Gardens of East Cobb.



### Texas A&M AgriLife Extension & Research Center in Dallas & City of Dallas Water Utilities

**Texas A&M AgriLife Research & Extension Center in Dallas**, along with the **City of Dallas Water Utilities** (TX), celebrated Fix a Leak Week on March 22nd by showcasing the first multi-family apartments to be completely retrofitted with WaterSense labeled products in the Dallas/Ft. Worth region. The grand opening also included a tour of their renovated WaterSense labeled single-family home, which is located nearby on the center's ground. The home and the apartments demonstrated to visitors just how easy water conservation can be and proved to be a popular event, with nearly 800 people from Dallas and surrounding cities attending the event!

## WORKSHOPS & INFO SESSIONS!

Fix a Leak Week Workshops were hosted by many of our partners, including (but probably not limited to!) **NYC Water** (NY), **Coachella Valley Water District** (CA), **Arlington Water Utilities** (TX), **City of Plano** (TX), **Trophy Club MUD No. 1** (TX), **Gwinnett County Dept. of Water Resources** (GA), and **City of Raleigh Public Utilities** (NC). Partners took the opportunity to educate their residents about fixing leaks with hands on experience! Many of the workshops were an excellent example of partner collaboration; partners like **The Home Depot**, **Lowes**, and **Ewing Irrigation** assisted by either facilitating the workshop on site or lending their expertise to the demonstration. The **City of Fresno - Water Conservation Program** (CA) also held a "Get a Handle on Leaks" information and demonstration session at the local Home & Garden Show, and even scored a TV news segment!

Fix a Leak Week 2014 awareness did not stop there. **The City of Fort Collins Utilities** (CO) tested out a new Fix a Leak Week campaign that informed customers with high water consumption that they may have leaks that they were unaware of. Customers were notified via mail outs that included dye tablets and information on rebates! **Central Arkansas Water Utilities**, always a big supporter of Fix a Leak Week, sent local plumbers out to assist low-income and elderly households fix their leaky toilets. The **City of Lafayette** (CO) held a Fix a Leak Week information session at a local library, while customers of **New Jersey American Water** and **City of Bend** (OR) learned how to fix leaks from online educational videos. The **City of Thornton** left a lasting impression through their creative campaign slogans like, "Don't throw me out with the trash! Your friend, Water," featured on the side of local trash collection trucks to remind residents to use water wisely.

## THANK YOU

Thanks to ALL of our partners who went above and beyond to make Fix a Leak Week 2014 such a success! Don't forget, the race to chase down and fix leaks lasts year round!

