



# Charlottesville Water Conservation Program 2018 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 2018



- Campaign to encourage the community to find and fix leaks in their home
- 74 registered racers including 14 youth
- Total campaign ads had over 79,000 impressions and 63 engagements and interactions

## Imagine a Day without Water Art Contest: Fall 2018



- Campaign to encourage kids to think about “How Do You Save Water?”
- Joint campaign with RWSA and ACSA
- 266 art submissions from Charlottesville area
- 1,231 online votes helped select the Fan Favorite

## 2018 WaterSense Sustained Excellence Award



- City of Charlottesville received EPA WaterSense’s highest honor of Sustained Excellence Award in October 2018 for water conservation efforts
- 4th consecutive EPA WaterSense Award received by the City of Charlottesville

# Energy and Water Management Program

- Establishment of the City Energy and Water Management Program, a program looking to reduce energy and water usage throughout all City owned facilities and City Schools. The program engages staff through behavior and operation changes to meet efficiency goals.

## Energy & Water Management Program

City of Charlottesville



## 2018 by the Numbers

- **13** public engagement events
- **62** new Facebook likes
- **155** new Twitter followers
- Over **335,000** impressions from Facebook & Twitter
- Over **8,000** page views on the City's Water Conservation webpage in 2018
- **760** rain barrel rebates have been issued to City residents since the start of the program in 2009; **20** of which were issued in fiscal year 2018
- **263** WaterSense toilet rebates issued in 2018 (estimated to save City residents **63** million gallons of water)
- **629** million gallons of water saved from the toilet rebate program since the program started in 2002
- **1,068** WaterSense labeled faucet aerators distributed in the community
- **483** WaterSense labeled showerheads distributed in the community



 @CvilleWaterConservation

 @CvillePW

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