

2019

# Charlottesville Water Conservation

## MISSION & VISION

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

Campaign to encourage the community to find and fix leaks in their home.

- 43 registered racers including 7 youth
- Online campaign ads had over 17,400 impressions with 154 engagements and interactions

## IMAGINE A DAY WITHOUT WATER

Campaign to encourage kids to think about how to "Only Use What You Need"

- Joint campaign with RWSA & ACSA
- Over 300 art submissions
- 1,895 online votes helped select the Fan Favorite winner

## ENERGY & WATER MANAGEMENT PROGRAM

A new program looking to reduce energy and water usage throughout all City owned facilities and Charlottesville City Schools.

- Management of water for 60 facilities
- Policy signed by City Manager
- School Board resolution passed
- Educational program rolled out at CCS



CHARLOTTESVILLE  
IS FOR WATER

## 2019 Highlights

# 32

*Rain barrel rebates issued*

# 253

*WaterSense toilet rebates issued*

# 66

*Million gallons of water saved from the toilet rebate program in 2019*

# 554

*WaterSense showerheads given out*



## 2019 WATERSENSE SUSTAINED EXCELLENCE AWARD

The City of Charlottesville received its 5th consecutive EPA WaterSense Award, and Charlottesville was honored with a Sustained Excellence Award, WaterSense's highest honor, in October 2019 for water conservation efforts in 2018.

## 2019 BY THE NUMBERS

11 public engagement events.

27 new Facebook page likes.

126 new Twitter followers.

New Instagram account with 285 followers.

Over 5,850 total social media engagements.

Over 424,000 total social media impressions.

Over 600,000 total impressions from paid online advertising content.

Over 7,850 page views on the City's Water Conservation webpage in 2019.

7% reduction in water consumption across all City owned facilities in 1 year.

694 million gallons of water saved from the toilet rebate program since the program started in 2002.

@CvilleWaterConservation

@CvillePW

@CvilleGreenCity

[Charlottesville.gov/WaterConservation](https://www.charlottesville.gov/WaterConservation)