

Charlottesville Water Conservation



2022 Highlight Report

MISSION & VISION

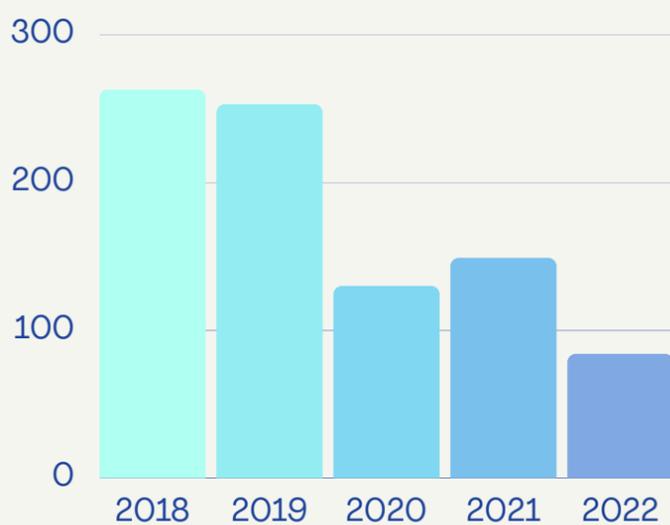
The Charlottesville Water Conservation Program educates and provides resources promoting water efficiency and conservation. The program utilizes rebates, incentives, community events, marketing, and other means to reach the Charlottesville community.



WATERSENSE TOILET REBATES

The City offers a \$100 rebate for replacing older style toilets (up to 3) with WaterSense labeled toilets.

- **84 toilet rebates issued in 2022.**
- 7,383 total toilet rebates issued since 2002.
- 68.9 million gallons of water saved per year.



Total Number of WaterSense Toilets Rebated by Year

WATERSENSE FAUCET AERATORS

380 issued in 2022



WATERSENSE SHOWERHEADS

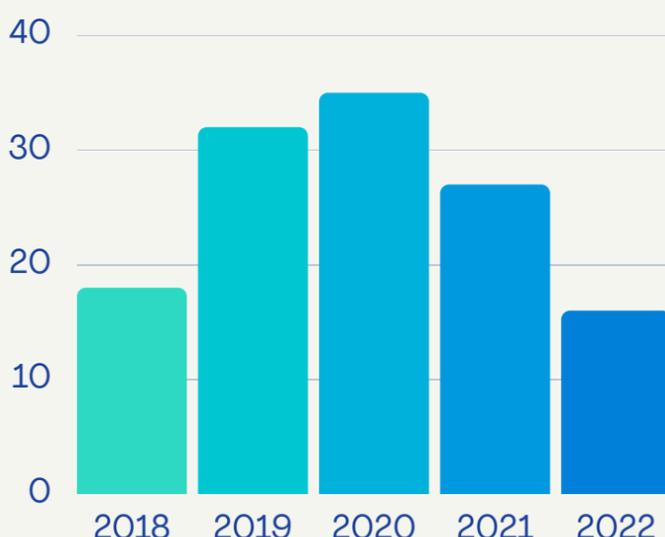
160 issued in 2022

The City offers FREE Water Conservation Kits that come with WaterSense labeled showerheads and faucet aerators, and toilet leak detection dye tablets!

RAIN BARREL REBATES

The City offers a \$30 rebate for installing a rain barrel (up to 2) to help use rainwater for watering plants.

- **16 rain barrel rebates issued in 2022.**
- 877 total rain barrel rebates issued since 2009.



Total Number of Rain Barrel Rebates Issued by Year

NEW COMMERCIALS!

Have you seen the new Water Conservation commercials featuring three water wasting fixtures? Watch to learn how to make them happy and more water efficient!



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ENERGY AND WATER MANAGEMENT PROGRAM



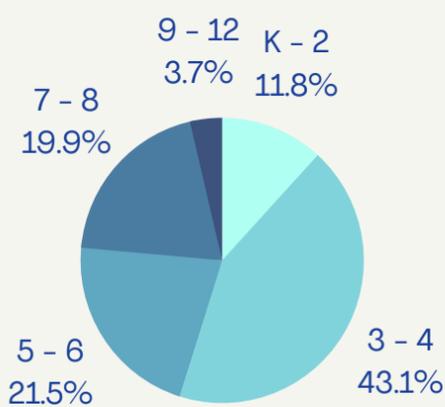
- Managed the water for **+70 City** facilities.
- Delivered **370 climate action kits** to the entire 5th grade class at Charlottesville City Schools with leak detection activity.
- **Quarterly** educational materials and messaging for CCS students.

- **1.6% decrease** in water use across all City and CCS facilities compared to 2021 showing water usage has stabilized post COVID-19.

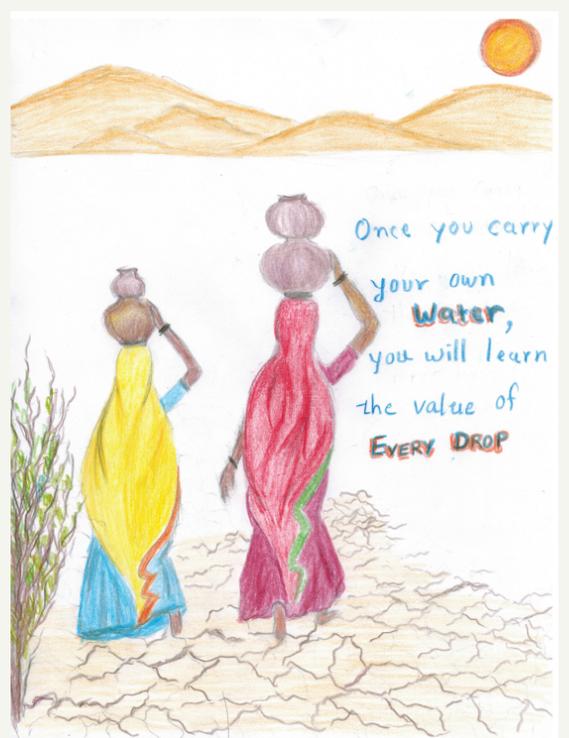


IMAGINE A DAY WITHOUT WATER

A joint fall outreach campaign with RWSA and ACSA. The campaign asked kids to artistically convey the "Value of Water".



248 Imagine a Day without Water Art Submissions in 2022. Pie chart shows breakdown of grade categories.



2022 Imagine a Day without Water Fan Favorite. Total of 834 online votes helped select the winner.

MEDIA

SOCIAL MEDIA

- **3,803 Total Engagements**
- **152,929 Total Impressions**
- **414 Total Link Clicks**

PAID MEDIA

- **1,814 Total Engagements**
- **953,431 Total Impressions**

2022 WATERSENSE SUSTAINED EXCELLENCE AWARD

The City received its 8th consecutive EPA WaterSense Award, and Charlottesville was honored with a Sustained Excellence Award, WaterSense's highest honor.



FIX A LEAK MONTH

A joint spring outreach campaign with RWSA and ACSA.



Hosted several "events" to help encourage the community to save water and fix a leak!

- **Home Scavenger Hunt:** The community got to know their water fixtures and found and fixed water leaks.
- **Virtual Fix a Leak Family 5K:** You can't have a Fix a Leak run without a running toilet!
- **Rivanna RiverFest:** An in-person event hosted with community partners where you could enjoy and experience your river!

Facebook: @CvilleWaterConservation

Twitter: @CvillePW

Instagram: @CvilleGreenCity

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