

FIX A LEAK WEEK 2016

Campaign Summary



2016 Fix a Leak Week WaterSense event map.

EPA's WaterSense program sponsored the highly anticipated eighth annual Fix a Leak Week (FaLW) March 14 through 20, 2016. The campaign aims to encourage Americans to help put a stop to the more than 1 trillion gallons of water wasted from household leaks each year. Fix a Leak Week is an annual reminder for Americans to check household

plumbing fixtures and irrigation systems for leaks. By the end of FaLW, media outreach had resulted in more than 2,600 articles in outlets reaching a circulation of 223 million and several local television news affiliates. The culmination of media outreach, partner engagement, and public participation made the 2016 FaLW campaign an overwhelming success.

Leak Detective Themes

The “Be a Leak Detective” theme sparked leak detection challenges, scavenger hunts, and school lessons. Highlights include:

The Public Service Commission, WV, presented a water conservation program to third and fourth grade students, and deputized them as leak detectives.

Milwaukee Metropolitan Sewerage District, WI, recruited approximately 1,300 students to become Fix a Leak Week Detectives in their homes and at school.

The City of Winnipeg Water and Waste Department in Manitoba, Canada partnered with Fort Whyte Alive to host the Leak Detector Challenge, where students in grades five through eight led a school water audit in exchange for fun prizes.

Citrus County Utilities, FL, invited third, fourth, and fifth grade classrooms to take a Toilet Leak Detection Challenge at home with step-by-step instructions. The utility also provided the required supplies to conduct the test.

Cobb County Water System, GA, hosted week-long activities for local schools, which included leak detective kits with detailed instructions for students to audit their schools for leaks and determine their water use at home.

Irvine Ranch Water District, CA, hosted a contest where participants submitted photos of themselves fixing a leak for the chance to win a \$100 gift card to **The Home Depot.**



Sonoma County Water Agency



Athens-Clarke County Public Utilities Department

Races

Many of our partners incorporated a Chasing Leaks theme in their communities by organizing a running race in celebration of Fix a Leak Week.



The Santa Rosa Water Department, CA, St. Patrick's Day 5K post-race celebration included a booth for participants to learn about local water saving rebates and tips to reduce water at home.



Metropolitan North Georgia Water Planning District, GA, hosted the 4th Annual Water Drop Dash 5K, Kid's Fun Run and Water Festival.



The **City of Fort Worth's, TX,** Chasing Leaks, Fixing Flappers, 1920's themed 5K featured a costume contest for best dressed flapper along with giveaways and music.

Giveaways

City of Atlanta Department of Watershed Management



City of Atlanta Fire Station



Coachella Valley Water District

- Giveaways:
- City of Concord (NH)
 - City of Fort Collins Utilities (CO)
 - City of Glendora, Water Division (CA)
 - City of Pompano Beach Utilities (FL)
 - City of Santa Fe Water Conservation Office (NM)
 - City of Spokane (WA)
 - Fort Bend County Municipal Utility District No. 25 (TX)
 - Monte Vista Water District (CA)

Several partners and non-partners hosted social media campaigns to encourage the leak detective in all of us. **The City of Charlottetown, Town of Stratford, and Town of Cornwall** in Prince Edward Island, Canada, partnered on a Twitter campaign that asked residents to post a photo or video of themselves or their family fixing a leak in their home for the chance to win a free, WaterSense labeled toilet (donated by EMCO).

Coachella Valley Water District, CA, hosted an open house event featuring conservation vendor exhibits, leak experts, prize drawings and free leak detection tablets. **The City of Santa Fe Water Conservation Office, NM**, gave away new toilet flappers to customers who stopped by their office with their water bills.



Metropolitan North Georgia Water Planning District

Workshops

City of Durham Department of Water Management



City of Dallas Water Utilities

City of Dallas Water Utilities



Upper Trinity Water District

Fix a Leak Week workshops were hosted for consumers to learn from experts on how to detect and fix leaks. Various partners worked with **The Home Depot** and **Lowe's**.

Hosted workshops:

- | | |
|------------------------------|--|
| City of Carrollton (TX) | New York City Water System (NY) |
| City of Frisco (TX) | Tarrant Regional Water District (TX) |
| City of Mansfield (TX) | Upper Trinity Regional Water District (TX) |
| City of Plano (TX) | |
| City of Roseville (CA) | |
| City of West Sacramento (CA) | |

The Tarrant Regional Water District, TX, along with many local and regional water providers (including the **City of Plano** and **Frisco**), coordinated with **The Home Depot** to provide free Fix a Leak workshops for one day in all 15 North Texas county stores.

The City of West Sacramento, CA, hosted a WaterWise Workshop, which showed residents how to find leaks and fix toilets, as well as how to adjust weather-based irrigation controllers.

Contests & Rebates

The City of Palm Springs, CA, provided rebates for toilets and energy-efficient appliances. The City also gave customers free shower timers and water-saving tips for inside and outside the house.

The City of Goodyear, AZ, partnered with the Cincinnati Reds and Cleveland Indians to offer complimentary spring training baseball game tickets to customers presenting a water bill showing lower water usage from December 2015 to January 2016 compared to December 2014 to January 2015.

Wastewater Education conducted a Twitter Golden Plunger Relay Race. Participants who retweeted water saving and on-site system tips the most during FaLW using the hashtag #GoldenPlungerRelayRace won a Golden Plunger. @ETWater won with 1,067 retweets!

City of Charlottesville, Albemarle County Service Authority, and Rivanna Water & Sewer Authority, VA, held the Imagine a Day without Water student art contest in 39 schools. Judges ranked the top 50 entries and picked a winner from each age category. Winners received a \$200 Visa gift card.



Chasing leaks contests:

City of Charlottesville (VA)
El Paso Water Utilities (TX)
Metropolitan North Georgia Water Planning District (GA)
Trophy Club Municipal Utility District #1 (TX)



Rebated WaterSense labeled products:

Clayton County Water Authority (GA)
San Diego County Water Authority (CA)
Sweetwater Authority (CA)
Citrus County Utilities (FL)
City of Durham Water Management (NC)

Social Media

Our cumulative Twitter tracking efforts showed more than 2,200 people tweeted more than 4,750 times with the #FixALeak hashtag in the days leading up to and throughout FaLW.



million people reached on Twitter

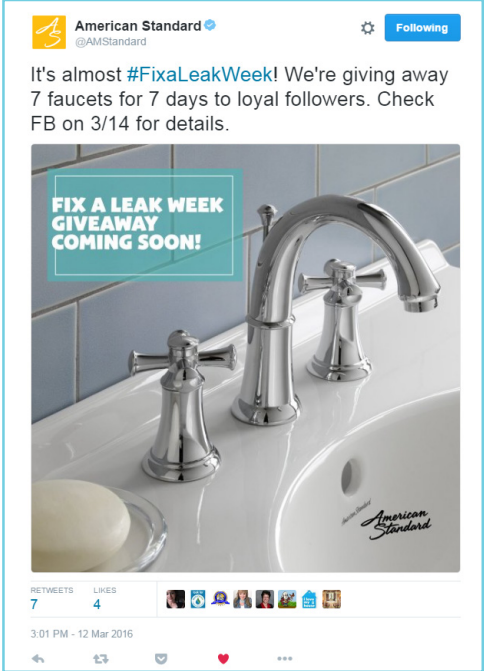


million Twitter impressions



likes generated on Facebook

WaterSense uses Facebook and Twitter social media platforms to promote partner initiatives, water efficiency education, and WaterSense labeled products. The WaterSense Facebook page has more than 12,000 likes, while its Twitter page has more than 17,200 followers. Our Facebook 2016 FaLW event map featured over 60 events in more than 20 states and provinces during the month of March.



Twitter Party

629
contributors

1,574
tweets

1.3M
reach

6.9M
impressions

WaterSense kicked off Fix a Leak Week with a virtual Twitter party, during which more than 600 participants posted or retweeted messages using the hashtag #FixALeak.

**Save
the
Date**

**Fix a Leak Week
2017
March 20-26**