

Effects of Public Outreach Best Management Practices on High Water Use

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Introduction

Research Question:

To what extent are water providers using **outreach services** as **Best Management Practices** for **water conservation**? What are the **potential outcomes** of such programs?

The Modified Non-Per Capita Conservation Program (**MNPCCP**) is one of the regulatory programs for large municipal water providers in **Active Management Areas**. It is a implementation based program that requires participating providers to implement **water conservation** measures (**BMPs**) that result in **water use efficiency** in their service areas.(**ADWR**)

Outreach BMPs Focuses particularly on **High Water-Use Notifications** and **Inquiry Resolution**.
Why does it matter?

Notification & Resolution of **High Water Use** has the potential to conserve gallons, while allowing customers to be informed about how to both **conserve** and **use water efficiently**

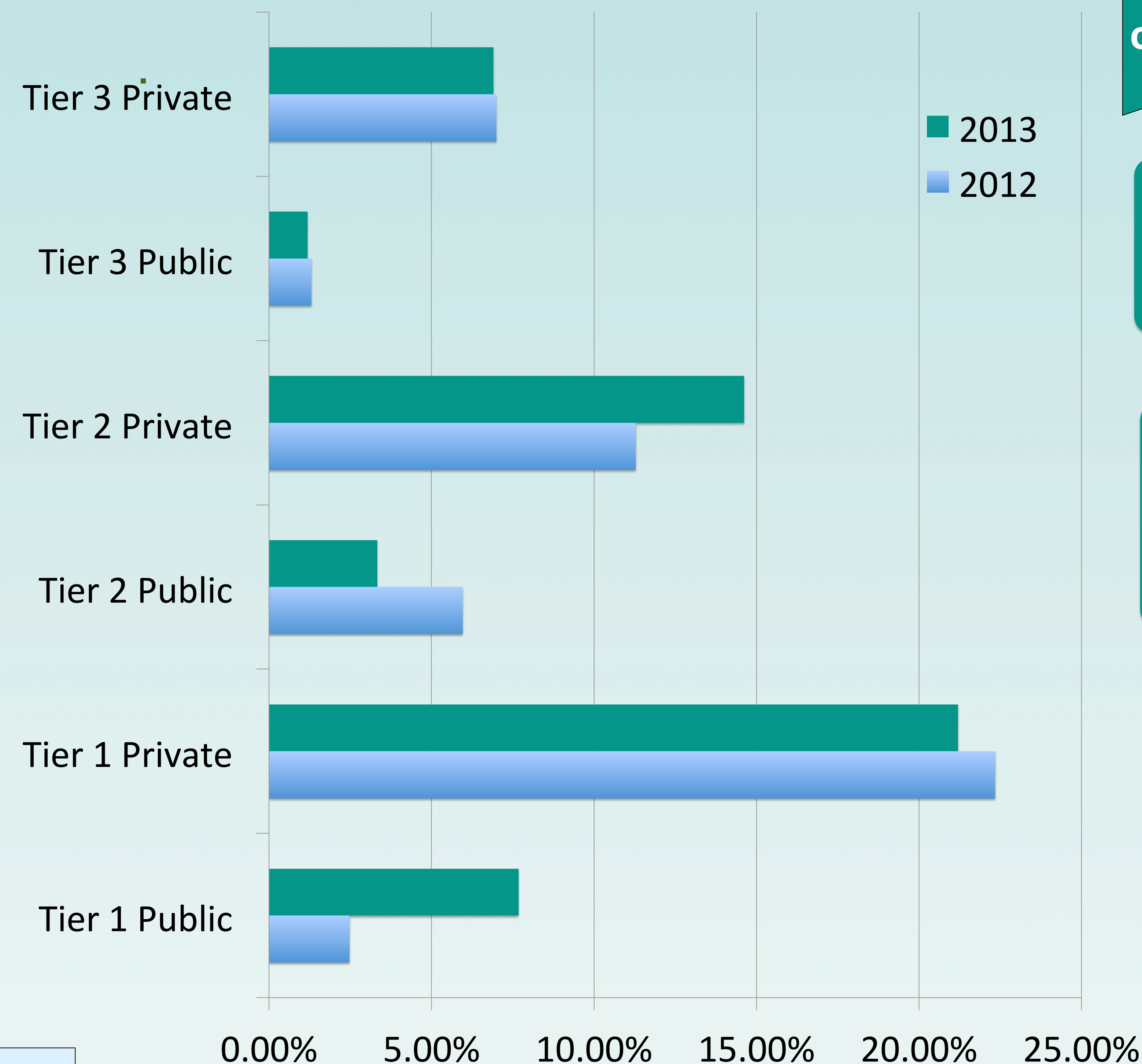
Methods

Data collected from Conservation Effort Reports 2012- 2013 filed to Arizona Department of Water Resources

Data from a Public and Private Provider from each tier. Tiers vary by number of connections Tier 1 (5k) Tier 2 (5k-30k) Tier 3 (30k+)

The notification variable represents the percentage of customers notified. N= # of notifications, C= # of connections P = percent of customers notified (N/C=P)

High Water Use Notifications



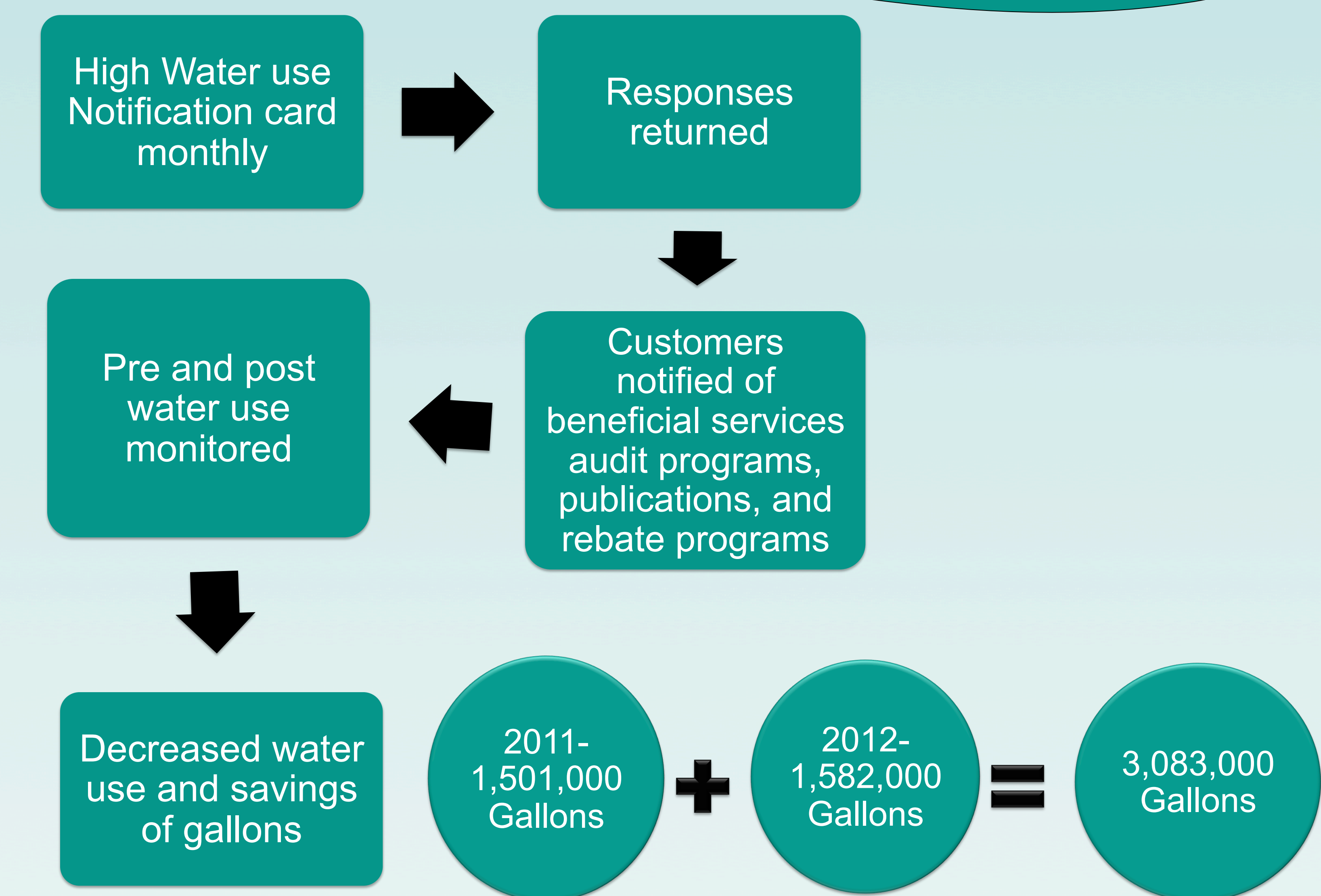
Results

Results show that **Private Providers** tend to use **Outreach Notifications of High Water Use** more than **Public Providers**.

The **City of Chandler** effective implementation of **BMP 3.7 High Water Use Resolution** resulted in them saving of **3 million gallons** of water **2 year period** !

(See Case Study)

Case Study: Chandler, Arizona a partner of **Water Use it Wisely** a campaign launched to promote an **ethic of water conservation!**



Conclusion

Further Research

By studying the **implementation** of **Outreach BMPs** and their success with providers from each tier size and **Private** or **Public** background. Findings can help determine the **best methods** of **implementation** which can then be passed on to **providers** and **policy makers**. Better record keeping to track the success of **BMP** programs and their outcomes, could allow further research to explore why **private** providers tend to notify a larger portion of customers compared to **public** utilities.

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