



WATER CONSERVATION AND EFFICIENCY 2020 FACT SHEET

Tempe's Water Conservation Program ensures water is used efficiently. Efforts include:

- Targeted outreach
- Communication and education
- Rebates, consultations and workshops

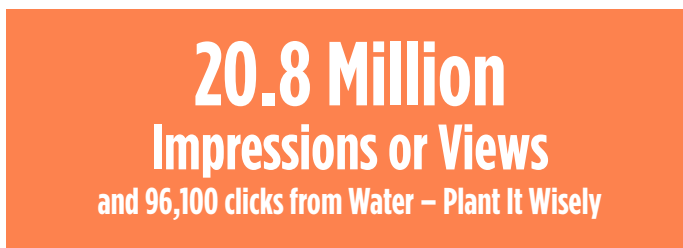
2020 OUTREACH RESULTS



2,975
Phone Calls
to Large Volume
Residential Customers
(LVRCs)



81 Direct Email Blasts
181,801 total emails



20.8 Million
Impressions or Views
and 96,100 clicks from Water – Plant It Wisely



38,808
visitors to water
conservation
websites



104
Water Waste
Ordinance cases resolved



12
Direct Mailings
to water utilities customers
(379,935 individual mailings)



81
Social Media Posts
Facebook, Nextdoor
and Twitter

WATER CONSERVATION GOAL UPDATE

Tempe's Water Conservation Program: Effective, Targeted to Tempe and Measurable

Council Performance Measure 4.03 Revision Approved November 2020:

Achieve or exceed water conservation and efficiency targets for Single Family, Multi-Family and Landscape customer classification water use by Fiscal Year 2025/2026.

Baseline (2019)

- Single Family Residential: 170 GPCD (gallons per capita per day)
- Multi-Family Residential: 92 GPCD
- Landscape: 3,477 GPAD (gallons per account per day)

Target (2025/2026)

- Single Family Residential: 160 GPCD
- Multi-Family Residential: 75 GPCD
- Landscape: 3,171 GPAD



In 2020, residents like you have taken actions that will conserve an estimated **437** million gallons of water over time.

56 households upgraded their watering systems with smart and efficient technology

217 households



4,815 accounts registered on the WaterSmart Customer Portal

“What is most memorable about the consultation, and all of our interactions with the Tempe water conservation team, is the attitude and knowledge of the team.”

- Katherine Yagel

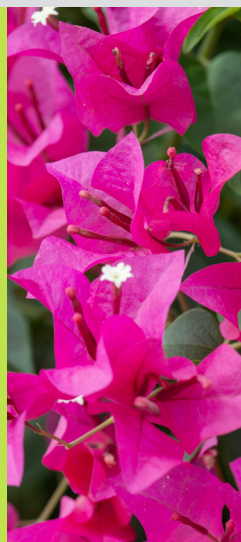
77 households planted 102 trees and 920 other desert-friendly plants

96 properties converted 183,989 square feet of grass to xeriscape

442 households received WaterSmart Consultations

Tempe provides resources to help everyone conserve:

- Rebates
- Sustainable Living Workshops
- Water Consultations
- Landscape Watering Guide
- WaterSmart Customer Portal
- Landscape Water Budgeting



18,737 received and/or responded to leak alerts



1,453 residents virtually attended an education workshop

READY TO SAVE?
Visit tempe.gov/conservation or call 480-350-8351 to learn more.