

2020

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.

GOING REMOTE

Due to COVID-19, in-person events were cancelled. The program focused on remote outreach and engagement during this time.

- Increased marketing & advertising
- Redesigned and updated the Water Conservation Program's website

IMAGINE A DAY WITHOUT WATER

Campaign asked kids to artistically convey "What Water Means to Me".

- Joint campaign with RWSA & ACSA
- 120 art submissions
- 870 online votes helped select the Fan Favorite winner

ENERGY & WATER MANAGEMENT PROGRAM

This program continued to look to reduce energy and water usage throughout all City and Charlottesville City Schools facilities.

- Management of water for +70 facilities
- Quarterly educational materials and messaging was developed for students



CHARLOTTESVILLE
IS FOR WATER

2020 Highlights

35

Rain barrel rebates issued

130

WaterSense toilet rebates issued

1.21

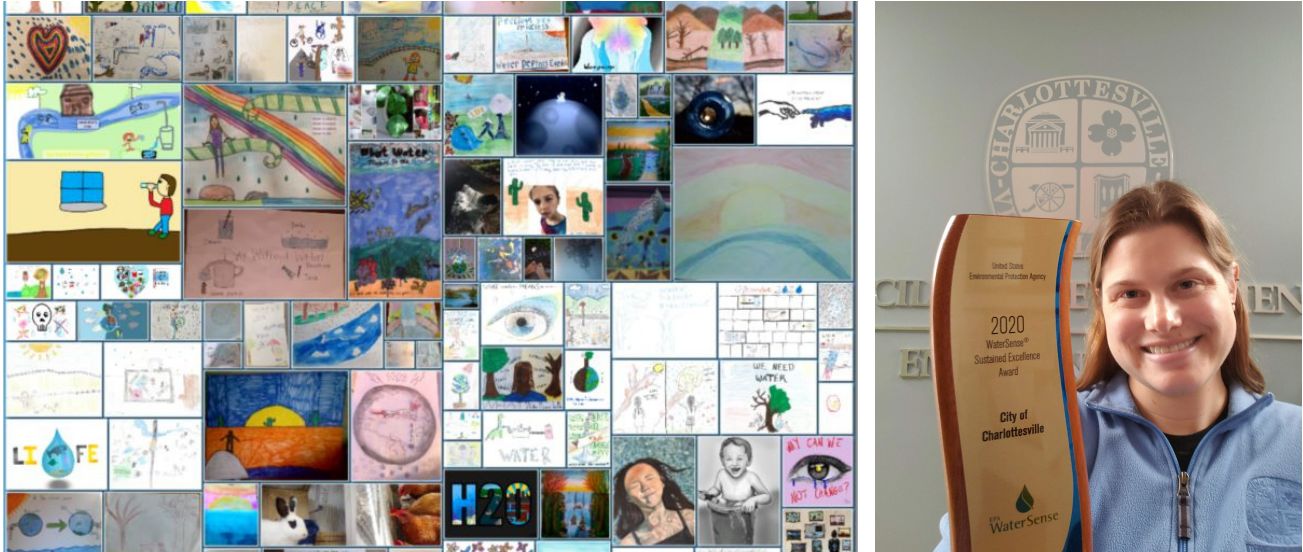
Million gallons of water saved annually from the toilet rebates issued in 2020

150

WaterSense showerheads given out

2020

Charlottesville Water Conservation



2020 WATERSENSE SUSTAINED EXCELLENCE AWARD

The City of Charlottesville received its 6th consecutive EPA WaterSense Award, and Charlottesville was honored with a Sustained Excellence Award, WaterSense's highest honor, in October 2020 for water conservation efforts in 2019.

2020 BY THE NUMBERS

24 new Facebook page likes.

116 new Twitter followers.

133 new Instagram followers.

Over 4,800 total social media engagements.

Over 209,000 total social media impressions.

Over 606,000 total impressions from paid online advertising content.

Over 5,500 page views on the City's Water Conservation webpage in 2020.

49% reduction in water consumption across all City and CCS facilities in 1 year due to reduced operations and occupancy impacted by COVID-19.

66.8 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)