

CAMPAIGN SUMMARY



For the seventh year running, WaterSense partners from across the U.S. and Canada joined EPA in the race to chase down leaks! Participation in Fix a Leak Week has continued to grow year after year, and 2015 was no exception. With more than 75 events happening from coast to coast, WaterSense partners educated participants on how to find and fix household leaks and motivated consumers to make their homes more water-efficient. Here are some of the highlights!

SOCIAL MEDIA

TWITTER



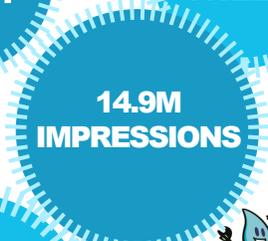
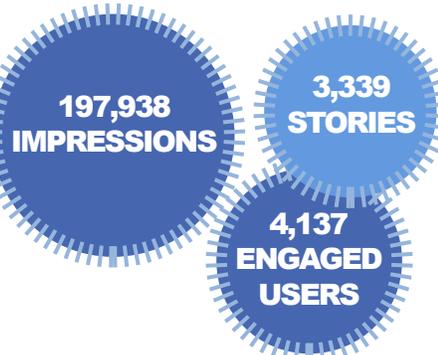
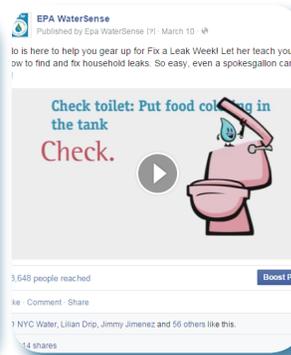
The buzz about Fix a Leak week was strong on Twitter! Word spread on Monday, March 16th, when we kicked off the week with the annual #fixaleak Twitter party. We were thrilled to see how many folks tuned in to learn how to find and fix leaks, as well as how many partners stepped up to help answer questions and share the message. In fact, there were over 50 percent more contributors to this year's chat than last year—resulting in 60 percent more tweets! Tweets containing the #fixaleak hashtag continued to circulate throughout the week and those who took action at home even showed off pictures of their handiwork with the hashtag #ifixleaks.

FACEBOOK



Facebook is a great platform to share detailed tips on how to find and fix leaks and to amplify partner's events and stories. Engagement was through the roof this year! In addition to our 2015 Fix a Leak Week Event Map, which helped viewers find partner events that were happening near them, our success was boosted by the launch of our Fix a Leak Week animated video! This new tool featured Flo, WaterSense's "spokesgallon," as she gave step by step instructions on how to "Check, Twist, Replace." The video was so popular that over 18,648 people were reached by it alone!

EPA WaterSense **Fix a Leak Week** Twitter Party
Go with the flow of Americans working to stop the 1 trillion gallons of water wasted annually by household leaks.
DATE: March 16, 2015
TIME: 2:00-3:00 p.m. Eastern
HASHTAG: #FixaLeak or #FixLeaks



REACH: The number of unique users that saw a Tweet or Facebook story about Fix a Leak Week.

IMPRESSIONS: The total number of Tweets or Facebook stories that users saw about Fix a Leak Week. A single user can be exposed to multiple impressions.

STORIES: The number of Facebook newsfeed "stories" that were created. Stories are created when a user interacts with a page or post, either by liking a page, or by liking, commenting on, or sharing a post.

PARTNERS IN ACTION

In honor of this year's "Chasing Leaks" theme, partners held a variety of events to inspire consumers to chase down water-wasting culprits.

RACE TO CHASE LEAKS!

The City of Plano (TX) got a jump start on Fix a Leak Week by hosting their first ever Chasing Leaks Fun Run and "Save Drops, Save Watts" educational workshop on Saturday, March 14th. For a "super" twist, both kids and adults were encouraged to come dressed in their best water or energy conservation superhero costumes. Plano also held a social media contest to win a 50 gallon rain barrel or a drip conversion kit for those who applied what they learned at the event by fixing a leak or practicing other conservation efforts at home.

The City of Plano



The City of Fort Worth

The City of Fort Worth (TX) was off to the races on Sunday, March 15th. Also hosting their inaugural Chasing Leaks 5K and 1K Fun Run, the Fort Worth Water Department used a creative 1920's campaign to raise awareness about leaking toilets due to "bad flappers." Runners passed water-waste facts as they ran along the course and participants who dressed up were entered into a costume contest. Afterwards, **The Home Depot** and **Texas A&M AgriLife** helped teach participants how to find and fix leaks in their home.



Santa Rosa Water

Meanwhile out west, **Santa Rosa Water** (CA) went "green" by teaming up with the Santa Rosa Rec & Parks Department for the second year to chase down leaks at the St. Patrick's Day 5K on March 15th. Along the course water-saving tips were posted on mile markers for runners to read as they raced to catch the "running toilet." Afterward, runners stopped by the Fix a Leak Week booth to pick up leak detection kits and information on rebates!



Metropolitan North Georgia Water Planning District

Down south in Georgia, the Water Drop Dash & Water Festival proved to be a hit for the third year in a row! **Metropolitan North Georgia Water Planning District** worked with water providers across the Atlanta Metro area, including WaterSense partners **Cobb County Water District**, **Atlanta Department of Watershed Management**, and **The Home Depot**, to host the family friendly event on March 21st. After the race and Kid's Fun Run, where kids chased (and stopped!) one determined "running toilet," runners cooled down at the festival with water conservation education, games, giveaways, and activities.



Arizona Municipal Water Users Association

It may have been a four mile run, but **Arizona Municipal Water Users Association (AMWUA)**'s One for Water 4-Miler celebrated its fifth year! On Saturday, March 21st, participants in Peoria, Arizona raised awareness for Fix a Leak Week and chased down Leaky "Loo" McFlapper, a six foot tall running toilet. After the race, runners dropped by the Family Fun Festival for music, demos on how to find and fix leaks, music, and kids' activities. As one of the original "chasing leaks" themed races, we're proud this event continues to be such a success!



City of Charlottesville Water Conservation



The City of Charlottesville (VA) wrapped up Fix a Leak Week with their third annual Fix a Leak Week 5K on Sunday, March 22nd. The University of Virginia and Albemarle County Service Authority teamed up with the city's Water Conservation Department to make this the best year yet! Participants chased down a running toilet for the chance to win an award, learned how to tackle water leaks at home, and received information on rebates. Festivities included face painting, balloon animals, music, and giveaways (like some snazzy reusable water bottles).

CONTESTS & RAFFLES!



Contests were a popular way for utilities to motivate customers to take action on finding and fixing leaks! Online the City of Concord (NH), Irvine Ranch Water District (CA), City of Durham Water Management Department (NC), and El Paso Water Utilities (TX) each hosted a "Leak Detective" photo contest that encouraged residents to share snapshots of their leak detection (and prevention) efforts via social media for a chance to win WaterSense labeled products.

San Francisco Public Utilities (CA) held a Fix a Leak themed #TriviaTuesday contest and awarded winners with a WaterSense labeled Delta showerhead, while customers who commented and shared the City of Bend's (OR) daily Fix a Leak Week posts were eligible to be one of five lucky winners for a complete home water audit. The audit would be performed by locally trained plumbers certified by Green Plumbers, USA. The online contests didn't end there – Waste Water Education (MI) held their second virtual Golden Plunger Relay Race on Twitter that encouraged sharing of WasteWater Education's daily #fixaleak tweets in hopes of winning an artistically decorated "Golden Plunger"! WaterSense manufacturing partner, Hansgrohpe USA, also took advantage of social media to raffle off 35 WaterSense labeled Club 100 showerheads.



Athens-Clarke County Water Conservation Office (GA) sent customers on a scavenger hunt around town in search of decorated "PottyO' Gold" bathroom stalls at water-efficient restaurants that participate in their "Certified Blue" program. Those who shared pictures were entered for the chance to win a new WaterSense labeled toilet or a gift card to the restaurant. Out west, the City of Goodyear (AZ) took Fix a Leak Week to the big leagues — Major League Baseball that is! Teaming up with the Cincinnati Reds and the Cleveland Indians, residents who lowered their water usage in January or February 2015 won two tickets to a spring training baseball game during Fix a Leak Week!



Fix a Leak Week is always a great opportunity to educate kids about the importance of water efficiency and sometimes a little friendly competition helps keep them excited and engaged!



In addition to their online showerhead giveaway for adults, Murray City Water Department (UT) hosted a drawing competition for local elementary students to share what they know about water conservation and promoted the winners in the city newsletter. Regional Water Authority (CA) teamed up with the Sacramento Bee to encourage students to submit a video PSA on the theme "BEAT THE LEAK: Find and fix leaks fast." Winners were announced at a Sacramento River Cats game with the winning video displayed on the jumbotron! Meanwhile, north of the border, the City of Winnipeg Water and Waste Department (MB, CA) and Fort Whyte Alive (MB, CA) hosted the annual Leak Detector Challenge for grades five through eight, in which classrooms at local schools were challenged to check for dripping taps, leaky showerheads, or running toilets for the chance to win various prizes.



WORKSHOPS!

Fix a Leak Week workshops were held across the country to learn from the experts on how to find and fix leaks. EPA's Region 3 office in Philadelphia, PA along with many of our utility partners, including **NYC Water** (NY), **City of Raleigh Public Utilities Department** (NC), **Henry County Water and Sewage Authority** (GA), **City of Carmel** (IN), and **East Central Illinois Regional Water Supply Planning Committee** teamed up with fellow WaterSense retail partners **The Home Depot** and **Lowes**, as well as, other local home repair providers and plumbers to host demos. In areas where water scarcity is an issue workshops and water conservation clinics became a popular way to celebrate Fix a Leak Week with **Arlington Water** (TX), **City of Frisco** (TX), **City of Mansfield** (TX), **The Woodlands Township** (TX), **Trophy Club Municipal Utility District No. 1** (TX), **Colorado Springs Utilities** (CO), **City of Lodi** (CA), **City of Oceanside** (CA), **Coachella Valley Water** (CA), **East Bay Municipal Utility District** (CA), **Lake Havasu City** (CA), and **San Dieguito Water District** (CA) all hosting events.



Out west, the **City of Greeley Water Department** (CO) hosted a showerhead exchange and the **City of Fort Collins Utilities** (CO) used their advanced meter system to send letters to customers identified as likely having a leak and distributed over 2,000 Fix a Leak kits which included information pamphlets and toilet dye tablets. **City of Mesquite** (TX), **Chino Basin Water Conservation District** (CA), **San Diego County Water Authority** (CA), and **Department of Water, County of Kauai** (HI) distributed leak detection kits in their communities.

PROMOTIONS & INFO SESSIONS!

Fix a Leak Week awareness activities did not stop there. Down south, the **City of Atlanta Department of Watershed Management** (GA) toured the city in the new Atlanta Streetcar while educating passengers on water conservation and distributing leak detection kits. In Florida, **Citrus County Utilities** fixed leaks and got a jump start on Sprinkler Spruce-Up by offering a free "Schedule a Specialist" promotion in which a specialist taught customers how to check their water meter for leaks and conducted an irrigation system checkup.



THANK YOU

Thanks to ALL of our partners who went above and beyond to make Fix a Leak Week 2015 such a success! Don't forget, the race to chase down and fix leaks lasts year round!

