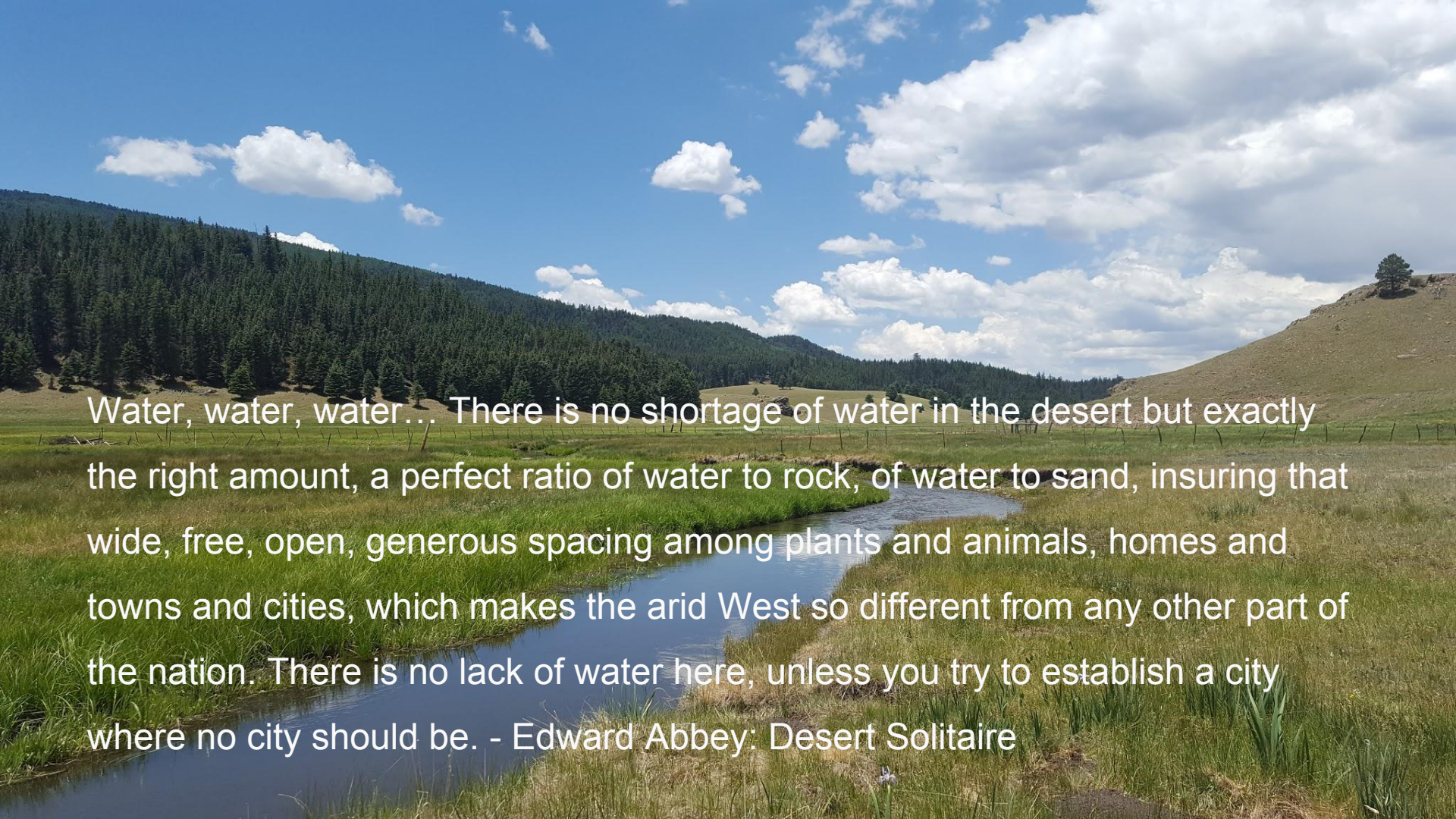




Encouraging Water Conservation in Albuquerque



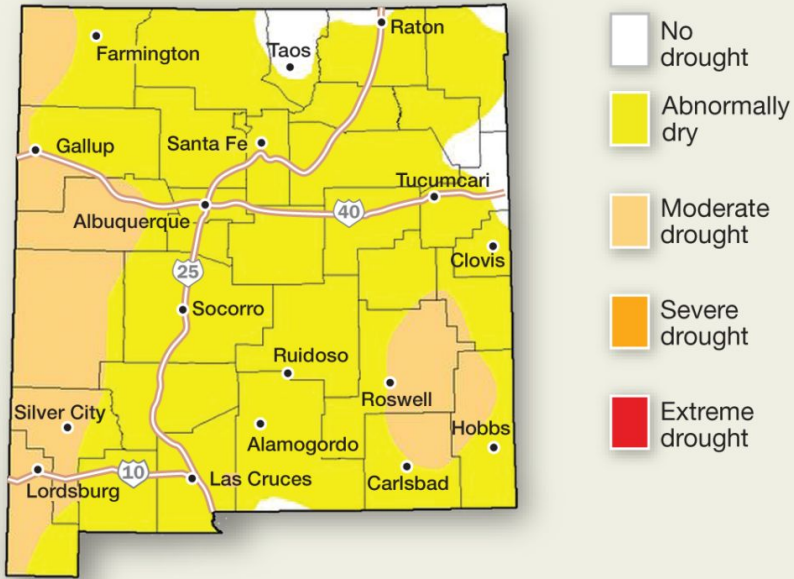
Water, water, water... There is no shortage of water in the desert but exactly the right amount, a perfect ratio of water to rock, of water to sand, insuring that wide, free, open, generous spacing among plants and animals, homes and towns and cities, which makes the arid West so different from any other part of the nation. There is no lack of water here, unless you try to establish a city where no city should be. - Edward Abbey: Desert Solitaire

The Southwest - It Is Dry

NEW MEXICO DROUGHT CONDITIONS

As of July 26, 2016

Moderate drought at **21.46%** of New Mexico



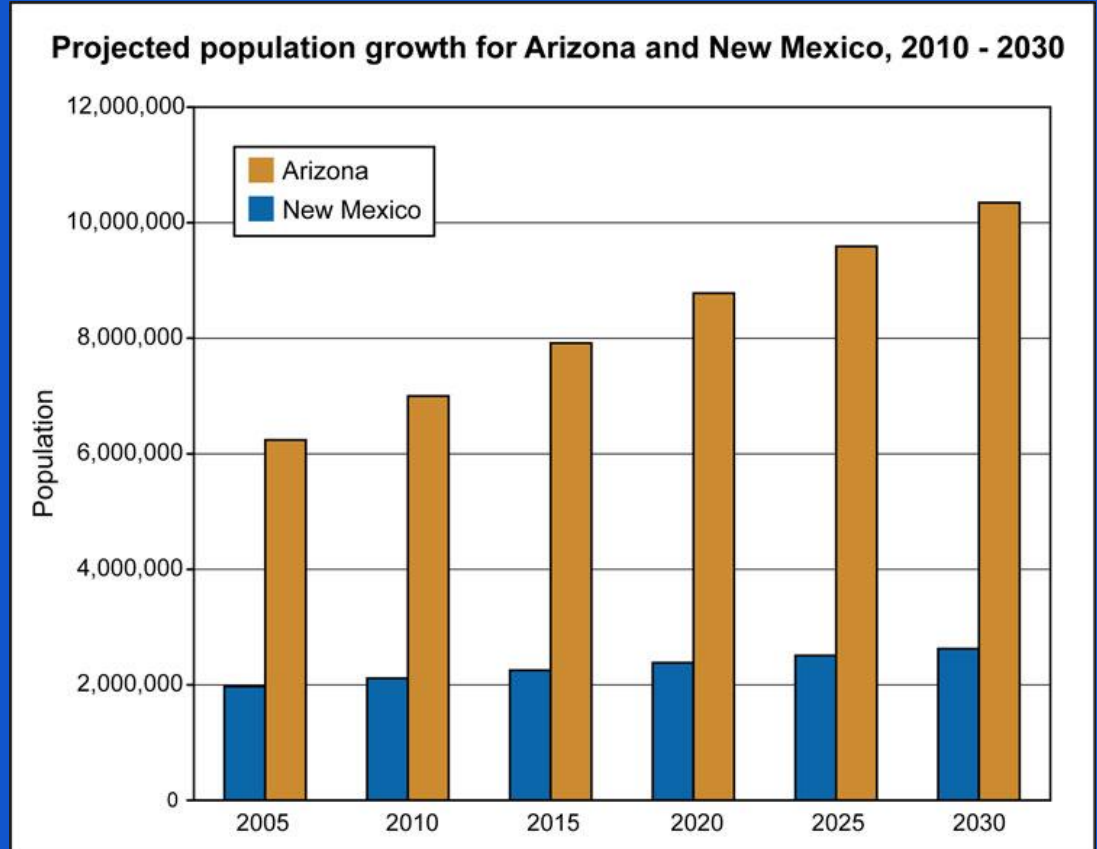
SOURCE: Drought Monitor, U.S. Department of Agriculture



The Southwest - It Is Popular

Although population growth has stagnated in New Mexico recently, growth is expected to continue over time.

By 2030 an estimated 19 million people will move to the Southwest.



Speaking of popular...

Health Tracker Apps

- 9.5 million active users of Fitbit
- Fitbit revenue is growing
- Similar “health tracker apps” are gaining in popularity, with a 62 percent growth in 2014



The Water Saver App

- With increased droughts and increased population growth in an already arid region, conserving water is extremely important in the Southwest
- My project takes the popularity of fitness tracker apps and applies it to water conservation, telling people to be a “Water Superhero” with the Water Saver App

What exactly does the app do?

- Tracks water usage
- Provides tips on how to use less water
- Allows people to compete with friends, neighbors, family
- Encourages water conservation as the norm, rather than the exception



Barriers

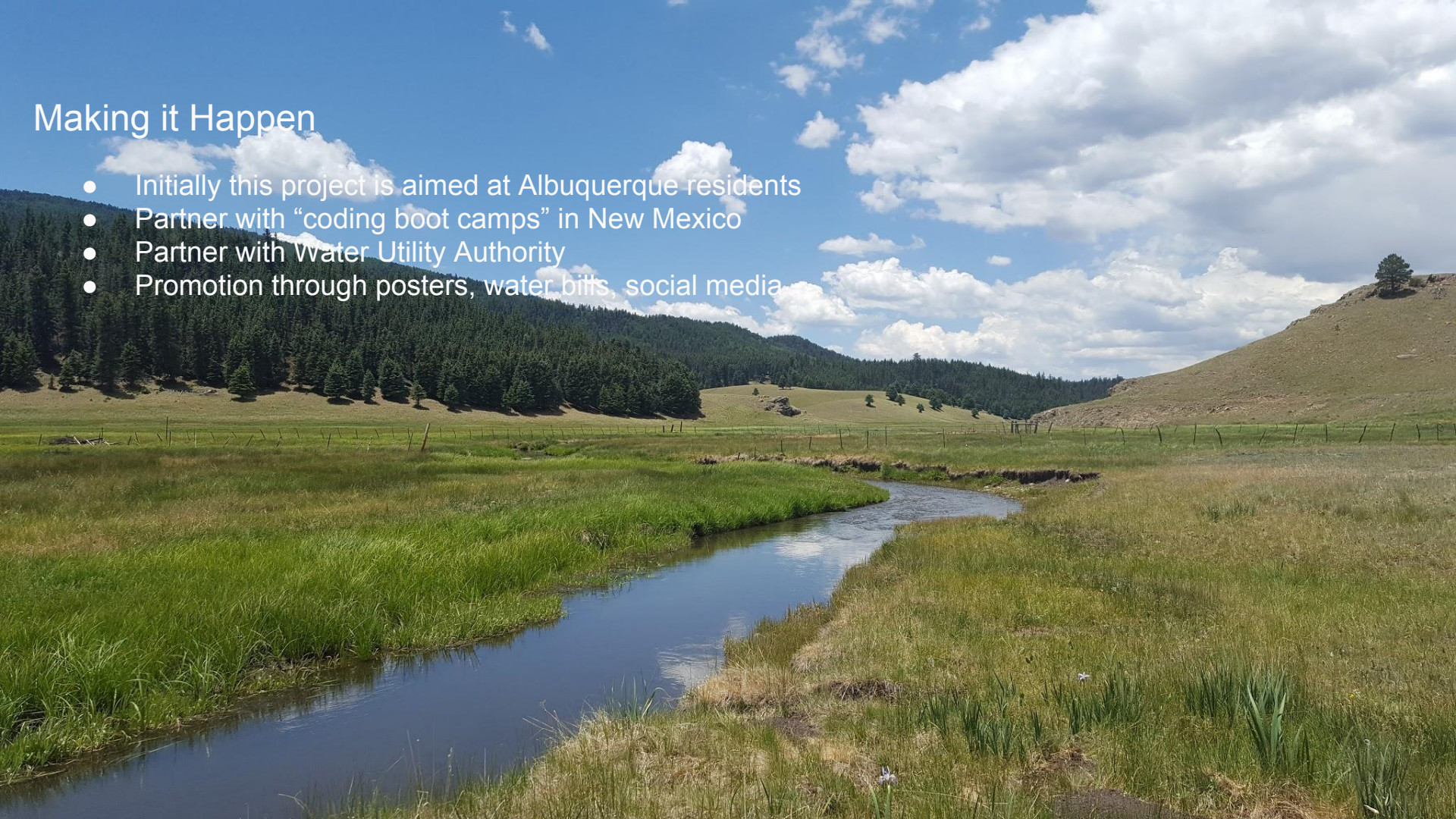
What are some reasons people are not making an effort to save water?

- Take water for granted
- Monetary barriers



Making it Happen

- Initially this project is aimed at Albuquerque residents
- Partner with “coding boot camps” in New Mexico
- Partner with Water Utility Authority
- Promotion through posters, water bills, social media



Incentives

- Discounts on water bills
- New levels when you hit goals
- Gift certificates to local restaurants
- Satisfaction of defeating your friends and relatives



Suggested behavior changes

- Taking shorter showers
- Only plant native, water efficient plants
- Utilizing reusable water bottles
- “Bucket showering” - collecting water in a bucket as the shower water warms up to be used elsewhere
- Identifying and fixing leaks
- Installing high-efficiency appliances



Next Steps

- Implemented in the next few years
- Perform maintenance on the app
- Find revenue sources for the app





Broader implications

- Getting people to conserve water will help the Rio Grande
- Understanding technology buy-in
- Implementing a “game” aspect into conservation can hopefully lead to more interest in conservation
- Increasing interest in water conservation at home can hopefully lead to change throughout the city, outside the home