

Marvin Adams' job is fighting fires. His passion is saving water.

Marvin Adams tests the importance of water conservation first-hand. He follows watering restrictions and installing low-flow, water-efficient appliances, he is one of thousands of residents who helped Colorado Springs conserve over 1.6 billion gallons of water last year. Water that was used for everything from putting out fires. This year, our goal is to save 1 billion gallons, with your help, we can. We salute modern-day champions like Marvin Adams—doing their part to improve our lives.

Did You Know...?

There are many ways to help save water. Fixing a leaky faucet can save up to 100 gallons of water a year. Taking a 5-minute shower can save up to 25 gallons of water. Taking a 10-minute shower can save up to 50 gallons of water. Taking a 15-minute shower can save up to 75 gallons of water. Taking a 20-minute shower can save up to 100 gallons of water. Taking a 25-minute shower can save up to 125 gallons of water. Taking a 30-minute shower can save up to 150 gallons of water. Taking a 35-minute shower can save up to 175 gallons of water. Taking a 40-minute shower can save up to 200 gallons of water. Taking a 45-minute shower can save up to 225 gallons of water. Taking a 50-minute shower can save up to 250 gallons of water. Taking a 55-minute shower can save up to 275 gallons of water. Taking a 60-minute shower can save up to 300 gallons of water. Taking a 65-minute shower can save up to 325 gallons of water. Taking a 70-minute shower can save up to 350 gallons of water. Taking a 75-minute shower can save up to 375 gallons of water. Taking a 80-minute shower can save up to 400 gallons of water. Taking a 85-minute shower can save up to 425 gallons of water. Taking a 90-minute shower can save up to 450 gallons of water. Taking a 95-minute shower can save up to 475 gallons of water. Taking a 100-minute shower can save up to 500 gallons of water.


Colorado Springs Utilities
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Sometimes It's Good To Be At The Bottom.

You might want to know that in a survey of 16 cities, Colorado Springs ranked 3rd lowest in utility bills. Big Deal, you say? Actually it is. You see, we compete head to head with these cities for new business. And utility costs rank high on the list for relocating companies. So go ahead and smile knowing that sometimes it's good to be at the bottom.



City	Monthly Cost (Approx.)
SAN LUIS CITY	\$110
DENVER	\$115
COLORADO SPRINGS	\$110
BOSTON	\$120
ALBUQUERQUE	\$125
LAS VEGAS	\$130
DALLAS	\$135
SAN ANTONIO	\$140
PHOENIX	\$145
SACRAMENTO	\$150

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6.5 BILLION GALLONS SAVED



20% REDUCTION

A Thirst for Conservation: Colorado Springs is a growing community that relies on melting snow from the Rockies to fill its city reservoirs. Colorado Springs has experienced a severe drought for much of the last decade. Mild winters and hot summers decreased the snowpack in surrounding mountain regions, a serious problem for our client, Colorado Springs Utilities.

It's Only Water, Right?: For most Americans, water is utterly taken for granted. The same was true in Colorado Springs. You turn on the faucet. Water comes out. End of story.

To Science or Not to Science?: The underlying causes of the water crisis were clear to Colorado Springs Utilities. The city was caught between two opposing forces: urban growth and shrinking precipitation. We could try to communicate the mechanics of these forces while hammering home conservation messages. But would it work? We thought not.

Water Conservation. This Time, It's Personal: We decided to use real Colorado Springs citizens to communicate our conservation message. To connect with the public, we used firefighters, lifeguards and other professionals whose livelihoods depend directly on water. This gave the problem a human face and modeled behavior to curb the problem.

Thinking Outside The Airways: In addition to broadcast media, we placed informational materials in hotel rooms encouraging guests to re-use towels at least once. We placed messaging in public event centers, malls, restaurants, bars and even bathrooms to encourage water-conscious behaviors.

Six Billion Gallons Don't Lie: At the end of the first year, the campaign yielded a net water savings of over six billion gallons. That's billion, with a "b." Since then, the community has continued to see a 20-percent per capita reduction in water usage. At the latest measure we are still saving over 6.5 billion gallons a year. This sustained success indicates that new habits and new norms have formed – exactly the result we were hoping for, a permanent behavior change that benefits the entire community.