

Gastonia Scurry


Special Utility District



Ginny Rivers
General Manager

Implementing
Water Conservation
to my team,
the customers,
and the Board
has been my
biggest challenge in
change management so far.





First step – Look inward at leaks and flushing.

- How many leaks are we repairing monthly?
- How quickly are we addressing them?
- Are they occurring in the same area?
- Do we even have that info recorded??

We needed data. How much do we lose each month to leaks. How can we make our system more resilient and reliable to avoid water loss? How can we better track repairs, locations, and time spent so we can do better in the future?

I immediately changed reporting and KPI's to effectively track and respond to these questions.

How quickly we respond sets an example to our customers.



What about flushing?

Flushing is a necessary function for water quality and safety but are we doing all we can to conserve how much we flush?

- How many gallons a month do we use for flushing? What is the 12-month trend? Up or down? Why?
- How does that compare to previous years?
- How many are dead ends? Is there a way to loop that dead end into the system at a reasonable cost to reduce excess flushing and improve quality?
- What is the customer perception when they see water gushing from the flush valve after we have asked them to stop watering their lawns? How can we improve communication, so they understand the need for flushing?

Second step – Look Outward to Community Awareness





My water comes from the tower, right?

- Answer – Eventually
- We have begun a social media campaign of awareness in our community that shows where our water originates and how the source lake has been impacted by the current drought.
- We updated our website with better conservation information, links to resources and upcoming events.
- We have visited the schools to demonstrate what our operators do and explain how our water gets to their faucets.
- Understanding that our water takes a 100-mile route to get to Scurry has made a large impact in our community for both youth and adults.



Incentives and meaningful Partnerships

Most customer's say they don't know where to start.

We say, we can help you with that.....

2023 "Spring into Conservation" events

- Partner with Master Gardeners for demo on planting shrubs native to Texas. Discounts on plants for attendees.
- Partner with local Landscaping company for irrigation "training" where customers can bring questions about their specific systems and learn to Cycle and Soak.
- Partner with local suppliers to sponsor a DIY Rain Harvesting "Build a Barrel" event. Customer brings the barrel, we supply the other materials, tools and labor.



Conservation is a Community Effort

- It takes awareness
- It takes education
- It takes commitment to operational excellence
- It takes commitment to changing patterns of behavior
- It takes support from everyone involved

Water is a necessity – not a luxury.
If we don't protect it, we will lose it.