



# Conservation in Crowley, Texas

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# Crowley, Texas

- ▶ Population: 18,000
- ▶ 7,350 total water connections
- ▶ Switching to AMI meters
- ▶ Year-round watering restrictions



# Much More Than Conservation



Background in municipal administrative project management



Project management,  
customer service,  
record keeping



Payroll and invoices  
for all Public Works  
Depts



Water service  
tickets



Water reporting  
requirements



Not much time  
left for  
conservation!



Conservation  
budget: \$300

# Conservation Programs

- ▶ Leak Program
  - ▶ Leak alerts to customers using AMI data
  - ▶ Leak complaints and investigations
  - ▶ Semi-annual hydrant flow/leak testing
- ▶ Community outreach at city events
- ▶ Educational displays
  - ▶ Garden centers, library, events
- ▶ Classes and workshops
- ▶ School trips and tours
- ▶ Bill inserts
- ▶ Web resources and social media





# Conservation Programs - Community Outreach

- ▶ Spend most of conservation budget on handouts, refreshments, prizes, and giveaways for community events
- ▶ National Night Out, Pumpkins in the Parks, Clean Up days, Boy and Girl Scout Troops, Bike Safety Rodeo





# Conservation Programs - Community Outreach





# Conservation Programs - Help from Other Organizations

- ▶ Free brochures and giveaway items
- ▶ Website content and social media posts
- ▶ DIY Rainwater Harvesting and DIY Irrigation workshops
- ▶ Educational displays
- ▶ Free home sprinkler evaluations



# City of Crowley Water Conservation

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