Communicating Sustainability to Your Residents

Learn to Live Green

Scott Bouchie, Deputy Director
Environmental & Sustainability

mesa·az
ENVIRONMENTAL & SUSTAINABILITY
Reorganization

Sustainable Cities Network

Grass Roots

Council Initiative

Stimulus $
Messaging Considerations

Community Based Social Marketing

....is all about getting an individual or community to change a behavior in order to improve the quality of life for that individual, or for the community as a whole.

Fasten your seat belt. Eat more fruit.
Pull over to talk on your cell phone.
Don’t litter. Get a mammogram.
Messaging Considerations

Community Based Social Marketing

• Identify the behavior to change
• Research the barriers and benefits
• Choose social marketing tools
  • Communicate effectively
  • Post reminders
  • Enhance convenience
• Provide incentives
• Get a commitment
• Make it “Normal”
• Pilot test and evaluate
Messaging Considerations

Brand Strategy

The American Marketing Association defines a brand as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.”
Water Saving Device #89
Your Ears!
Listen for dripping faucets and toilets that flush themselves.
Fixing a leak can save 500 gallons each month.

Find this and over 100 more tips at:
wateruseitwisely.com/arizona
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Cosponsored by

Environmental & Sustainability and Mesa Library

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Workshop Series

- Communication/Media
- Contact with Community
- Highlight City Programs
- Shift in Behavior
2009

AUGUST 8, 1:30 – 4 P.M., MAIN LIBRARY

Earth Friendly Gardens and Landscapes for Arizona, Mary Irish, Horticulturist, Author
Learn how to build healthy soils that grow healthy plants, and watch your yard become a magnet for birds, butterflies and other wildlife. Plus, find out how plants can help reduce your energy bill and how to minimize or eliminate the need for intensive pest control or fertilization.

SEPTEMBER 12, 1:30 – 3 P.M., RED MOUNTAIN BRANCH

How to Go Solar: Renewable Energy for Your Home, Rhonda Lester, Solar Consultant
Are you interested in taking advantage of our bountiful sunshine and learning how to make your own renewable energy with solar panels on your home? This program will introduce you to grid-tied or off-grid systems, incentives and tax credits available, and how to calculate payback of system costs.

OCTOBER 10, 1:30 – 4 P.M., MAIN LIBRARY

Sustainable Desert Vegetable Gardening for Food & Fun, Ron Dinchak, Environmental Biologist, Landscape Designer
Grow your own fresh vegetables in the desert with simple basic techniques. Also learn how to plant, grow and harvest fruits and seeds that have been a sustainable part of our indigenous peoples for centuries. The processing of seeds, seed pods and other plant products will also be demonstrated.

NOVEMBER 14, 1:30 – 3 P.M., RED MOUNTAIN BRANCH

Healthy Home, Healthy You: Do Natural Products Really Make a Difference?
Stacy Wilde, LEED AP, Sustainability Consultant
In this interactive workshop you will learn about some of the chemicals that are in your home and personal care products and how they might contribute to your overall health, the environment, and your wallet. Also learn how to recognize ‘greenwashing’ and how to select the best natural products for your home.

DECEMBER 12, 1:30 – 4 P.M., MAIN LIBRARY

Home Energy Efficiency: Getting the Most Impact for the Money,
Luis Henrique Martinez, Ph.D., CEM, LEED AP
Learn how to measure and reduce your carbon footprint to improve the energy efficiency in your home and create a healthier environment. Participants will leave with an action plan and an understanding of the trade-offs and implementation costs from no-cost options to major equipment purchases.

2010

JANUARY 9, 1:30 – 3 P.M., RED MOUNTAIN BRANCH

Harvesting Rainwater for Your Landscape, Greg Morris, Master Gardener, Landscape Designer
Even with our measly 8" of rain each year, you can collect over 7,000 gallons of water off of a 1,500 square foot rooftop. Capturing this high-quality source of free water to irrigate your landscapes provides a source of water that is healthier for plants and easier on the water bill.
Display at Mesa Main Library
Elephant’s Food, Portulacaria afra
Generously donated by:

Harper’s Nursery
4830 E. McKellips Road
Learn to live Green.

or stop by any of your City of Mesa Library branches

Looking for some great books on green home and garden topics?

mesalibrary.org

City of Mesa Library on the Web

Learn to live Green.

mesaaz.gov/sustainability
Visit our Web site for sustainability news, resources and ideas.

mesaaz.gov/sustainability

Learn to live Green.
SOLAR OPPORTUNITIES SHINE
Take advantage of our bountiful sunshine and tax credits to save green and be green.

Learn how you can get $20,000 in incentives for a solar system or up to $1,900 for a new air conditioner by checking out this month’s tip.

mesaaaz.gov/sustainability

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SEPTEMBER TIP PAYBACK: $700-$1,000/YR
Avoided Emissions of CO₂: Up to 3,300 lbs./YR

SUSTAINABILITY SAVINGS TIP

SOLAR OPPORTUNITIES SHINE
Take advantage of our bountiful sunshine and tax credits to save green and be green.

While days get noticeably shorter in September, there’s still plenty of sunshine to keep our temperatures a bit uncomfortable — just another reminder that we get a lot of sunshine in Mesa — over 335 sun-drenched days a year. So why, when we look out the airplane window, or view our community with Google Earth, don’t we see just as many (or more) solar panels as swimming pools?

Here’s a cost comparison of installing a pool vs. solar panels:

<table>
<thead>
<tr>
<th>Energy Saving Project</th>
<th>Improvement</th>
<th>Federal</th>
<th>State</th>
<th>SRP Utility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances <strong>Energy Star labeled</strong></td>
<td>30% up to $3,500</td>
<td>2% up to $1,000 (Solar)</td>
<td>20% off (Solar)</td>
<td>3% per kilowatt hour of energy savings (E-E-300 rating, no cap (Solar))</td>
</tr>
<tr>
<td>Water Heater (Electric, gas &amp; solar)</td>
<td>25% up to $1,500</td>
<td>25% up to $1,000 (Solar)</td>
<td>25% off (Solar)</td>
<td>25% per kilowatt hour of energy savings (E-E-300 rating, no cap (Solar))</td>
</tr>
<tr>
<td>Insulation</td>
<td>Attic, wall, or floor</td>
<td>30% up to $1,500</td>
<td>30% off (Solar)</td>
<td>30% per kilowatt hour of energy savings (E-E-300 rating, no cap (Solar))</td>
</tr>
<tr>
<td>Windows/Shade Screens</td>
<td>Dual pane, bronze glass</td>
<td>30% up to $1,500</td>
<td>Shade Screens $10 per ft.</td>
<td>Shade Screens $10 per ft.</td>
</tr>
<tr>
<td>Heating/Airconditioning/AC</td>
<td>Duct sealing, etc.</td>
<td>up to $1,500</td>
<td>up to $400</td>
<td>up to $400</td>
</tr>
<tr>
<td>Solar Electric</td>
<td>30% cap</td>
<td>15% up to $400</td>
<td>5% per kilowatt watt up to $15,000</td>
<td>5% per kilowatt watt up to $15,000</td>
</tr>
</tbody>
</table>

So if ‘green’ really is the new ‘black’, as they say, and solar panels are as much of a statement or status symbol as a swimming pool, perhaps that vision could become a reality. As declared by San Francisco architect Mark English, “Nothing screams F.M. SAVING THE PLANET like a gleaming set of rooftop solar panels.” But, English also warns that before even considering solar for the energy savings, it is best to invest in improving energy efficiency in your home.

The good news is that tax credits are available for both energy improvements and renewable energy purchases.

Learn to live green
More on page 2
SUSTAINABILITY SAVINGS TIP

The Environmental and Sustainability division offers free copies of desert gardening guides:

- **Xeriscape: Landscaping with Style in the Arizona Desert** will take you step-by-step in the creation, installation, and maintenance of a beautiful, healthy, water and energy efficient garden in the desert.
- **Landscape Plants for the Arizona Desert** lists over 200 well-adapted plants, featuring photos and specific plant details.
- **Landscape Watering by the Numbers** will keep you on track with proper watering and efficiency.

CHECKLIST FOR SAVINGS

- Call (480) 644-3306 to request your free booklets or request them online at: www.mesaaz.gov/conservation/publications_main.aspx.
- Attend one of the monthly Living Green Workshop Series programs to learn more about landscaping and energy conservation. For a list of programs visit www.mesaaz.gov/sustainability.
- Visit the City of Mesa library for more books on desert gardening, landscaping and energy efficiency. See our recommended list of books at www.mesalibrary.org/research/links/living-green.aspx.

DESIGN TIPS

- Do a site analysis to determine sun exposures and best areas to create shade.
- Select trees to shade east- and west-facing exposures. Select deciduous trees on south-facing exposures, allowing sunlight into the home during the winter when branches are bare of leaves.
- Shade your air conditioner condenser to reduce air temperatures around the unit.
- Limit turf grass areas to save substantial amounts of water and to improve energy saving potential.

$START $AVING

Start saving on energy costs, while doing your part for building a sustainable community.

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mesaaz.gov/sustainability
Mesa’s Living Green Workshop Reminder
Get a monthly e-mail to remind you about each program.

mesaaz.gov
Then look for ‘list subscribe’ on the left navigation bar.

Learn to live Green.
Looped Sustainability Slide Show

Looped program with sustainability information plays as attendees are getting seated and waiting for the program to begin.

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Welcome to

How to Go Solar: Renewable Energy for Your Home

by

Rhonda Lester

Learn to live Green.
Sustainable Desert Vegetable Gardening for Food & Fun
Ron Dinchak

Saturday, October 10, 1:30 – 4 p.m.
Mesa Main Library, 64 E. First St.

Get Ready for Your Fall Garden!

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Did you know:
What goes into our storm drains can end up in our lakes, washes, canals, rivers or retention areas where our children play?

Only Rain in the Storm Drain
AZSTORM.ORG
Learn to live Green.
Prescription Drug Disposal

It’s your environment – Please don’t flush!

Mesa is now accepting prescription drugs at Household Hazardous Waste Events.

Next event is Oct. 3

Call (480) 644-2061

Learn to live Green.
Green Barrel Recycling
Mesa is the only city in the state to offer this curbside service. Use for unbagged yard waste such as grass, leaves, plant trimming, tree branches and prunings.

Call (480) 644-2222 or visit mesaaaz.gov/waste
Brush clearance at wastewater treatment plant. Goats are used to safely remove weeds around recharge ponds.

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“I’d put my money on the sun and solar energy. What a source of power! I hope we don’t have to wait until oil and coal run out before we tackle that.”

-Thomas Edison 1847-1931

Learn to live Green.
What is Sustainability?

“Don’t eat your seed corn.”

-Navajo saying

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Learn to live Green.

Introductory Topic to Program

• Allows staff to brag about programs or sustainability efforts

• Allows us to educate public about resources available from the City or efforts by the City in areas of sustainability
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**Summary – series provides...**

- Topics and opportunity for media
- Face-to-face contact with community
- Opportunity to brag about programs available or projects you are doing
- Involvement of council and other departments
- Greater knowledge and critical thinking of residents
- Peer culture of behavior change
Subtitled: An Entertaining Look at the Green Movement.
Councilmember Richins shares photos of his homemade rotating composter with Councilmember Higgins and gardening author, Mary Irish at the August 8 Living Green Workshop Series at Mesa Main Library. Irish spoke about Earth Friendly Gardens and Landscapes for Arizona. Programs take place on the 2nd Saturday of each month.
We often use the "City of Wide Streets and Narrow Minds" to refer to our humble burg, but it doesn't quite give Mesa enough credit now that we've got all these sustainability programs like RecycleBank and weed-eating goats. So henceforth and forevermore, we'll refer to Mesa as "The Greener City of Wide Streets and Narrow Minds©."

Which brings us to today's workshop on solar energy. It's part of Mesa's free "Living Green" workshop series and begins at 1:30 p.m. at the Red Mountain Branch Library, 635 N. Power Road.

John D’Anna
Mesa Republic Editor
azcentral.com

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