

Water Conservation Blog

November 1st, 2023



Ripple Effect Program Launch

Saturday, October 7th marked the launch of a new Integrated Demand Management Program (Water Conservation Program) in collaboration with the City of Sedona, the Village of Oak Creek, Yavapai County, Big Park Water Company, and Arizona Water Company. Staff from Arizona Water Company participated in the Wildcat Carnival to promote the launch of this unique program and educate residents in the area. Collaboratively, the name *Ripple Effect* was chosen because it signifies the cascade of positive change that can take place from a seemingly small action. Oh, and we cannot forget about the cool *Ripple Effect* branded merchandise that staff were handing out!

This unique program will have its own Facebook page and Website. Follow both pages for various water conservation tips, news, success stories, FAQs, and more! The *Ripple Effect* website will be the centralized hub for all water conservation information for the City of Sedona, the Village of Oak Creek, and the surrounding region. The website will be home to fantastic videos, such as the Water Journey Video, to show the fascinating journey that water goes through to get from deep in the ground to customer's taps, our Launch Video, and more!

Want more information about this program? Visit the Ripple Effect website [here](https://rippleeffectsedona.com/) or go to <https://rippleeffectsedona.com/> to be directed to the homepage. The Facebook page is located [here](https://www.facebook.com/RippleEffectSedona), or go to <https://www.facebook.com/RippleEffectSedona>

Interested in learning more about what Arizona Water Company does to conserve water? Visit our website [here](https://www.azwater.com/conservation) (<https://www.azwater.com/conservation>), or contact us at savewater@azwater.com to see the numerous conservation programs that have been launched in collaboration with the communities we serve.

