

# Conservation Collaboration:

The City of Phoenix Cooling Tower Program's Public-Private Partnership

**ELIJAH TANGENBERG**

Water Resource Specialist, City of Phoenix



## AIRPORT RETROFITS

Cooling towers **use water to cool buildings**. Aviation made their system **efficient**.



## HIGH COSTS, FEW INCENTIVES

Sites **would not improve tower efficiency without incentives**.



## PRIVATE FINANCING

Private sector wants to **fund water conservation**. But it did not **identify projects**.

# WHY WE DID THIS

Factors **guiding** the Cooling Tower Retrofit Program.

# WHAT WE DID

This is how we **developed and implemented** the Cooling Tower Retrofit Program.



## IDENTIFY

...sites that could benefit from cooling tower retrofits and who could repay money lent to them.



## CONNECT

...projects to funders, preferably through a non-governmental organization.



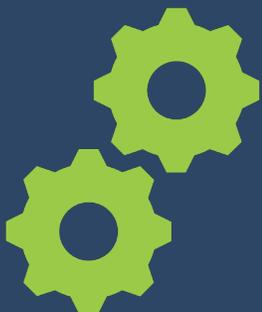
## VERIFY

...water savings from completed retrofits for internal records and parties involved in the project



## SET UP

How the program was put together from a practical standpoint.



## OPERATIONS

How the program operates on a day-to-day basis, including the City's responsibilities and relationships to partners.



## PROJECTS

What success we have had in identifying and initiating retrofits and assembling funding.

# HOW IT'S GOING

This is how the program has **progressed to date.**

# Challenges We Are Facing

These are the **obstacles to success** and what we want to improve.



## SIGNING UP SITES

Finding and scheduling consultations has proven difficult, requiring significant program staff time to engage site staff and convince them of the potential benefits.



## ESTIMATING SAVINGS

While verifying water savings is a determined process, estimating what the potential water savings from a retrofit could be is difficult.



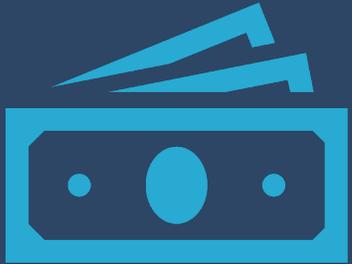
## CLOSING PROJECTS

Once a project site is identified, it is hard to maintain interest without sustained engagement from staff.



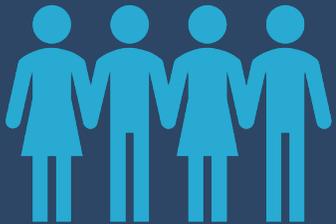
# PROMOTION

Launching social media campaigns and new website designed around the program and what customers have found helpful.



# OTHER FUNDING

Researching other incentives that are available to customers that could combine advantageously with retrofits promoted by the program.



# RELATIONSHIPS

Focus on building partnerships with customers, helping them address their needs and find where they want to go on their water conservation journey.

# WHERE WE ARE GOING

This is what we are currently considering for the **future direction** of the Cooling Tower Retrofit Program.

**THANKS FOR  
COMING!**

**WANT TO FOLLOW UP?**

Email [elijah.tangeneberg@phoenix.gov](mailto:elijah.tangeneberg@phoenix.gov),

or [conservation@phoenix.gov](mailto:conservation@phoenix.gov).





**IMPLEMENTING  
WATER  
SOLUTIONS  
THROUGH  
PARTNERSHIPS**

# Financing Solutions



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