

Conservation Collaboration:

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

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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.



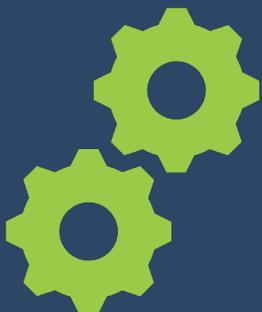
VERIFY

...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.



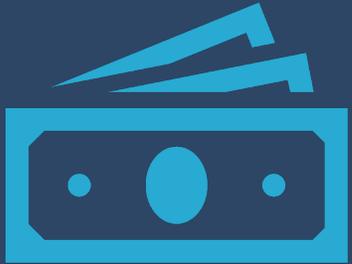
CLOSING PROJECTS

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



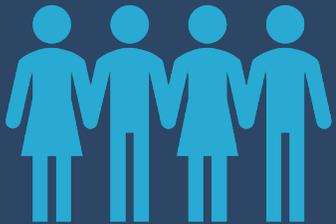
PROMOTION

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,

or conservation@phoenix.gov.





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THROUGH
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