**1. HEADLINE**

SCOTTSDALE MAKES WAVES IN PROMOTING WATER CONSERVATION

City announces a tool that accurately automates landscape feature classification, saving water.

**2. DATELINE + OVERVIEW**

**(Scottsdale, Arizona November 14, 2019)** City of Scottsdale Water Conservation Office representatives today have announced the WC-Tool, an automated program that identifies landscaping to enhance outdoor water conservation efforts. By highlighting areas on a map, the tool can accurately classify landscape materials, including size and type (tree, grass, shrub, and bodies of water).

Utilizing the tool has allowed water conservation staff to quickly assess a site and its composition - allowing for individualized water budgets that can ultimately save money and conserve water citywide.

**3. LEADERSHIP QUOTE**

“With the launch of the WC-Tool, the City of Scottsdale builds on 40 plus years of innovative water stewardship,” said Scottsdale City Councilor Drip Drinkwater. “We’ve collaborated with ASU and AWS to harness the power of technology to create a more accurate and timely water budget to identify and capture opportunities to reduce water use.”

**4. OPPORTUNITY + PROBLEM**

Before WC-Tool, the Water Conservation Office manually merged water and land use information when preparing water plans. The manual process was time consuming, lacked standardization, and was inconsistent, all of which impacted the Conservation team’s ability to maximize efforts to realize reductions in water consumption.

**5. CUSTOMER QUOTE**

“The process for accurately measuring large landscapes for our customers was frustrating and used to take many hours and often included several site visits,” said Scottsdale Water Conservation Coordinator Elisa Klein. “Now with the WC-Tool we can more accurately provide repeatable landscape measurements at the click of a button.”

**6. CUSTOMER EXPERIENCE + HOW IT WORKS**

The WC-Tool automates landscape classification and calculation by leveraging artificial intelligence, machine learning and data analytics to consolidate multiple data sets and GIS layers. It can identify trees, shrubs, grass and bodies of water, calculating ground cover square footage, tree canopy, and water surface area. Now Water Conservation staff is able to quickly generate water budgets for large landscapes in the office and provide irrigation guidance over the phone, reducing the need for onsite inspections. This process increases the overall accuracy of the classification, shortens response time and frees up staff from administrative processes, allowing for a proactive approach for water conservation outreach.

**7. CALL TO ACTION**

To learn more about the WC-Tool and how you can use WC-Tool to improve your city’s water conservation efforts go to www.scottsdale.gov/water.