



Abstract

Worcester is in a Stage 3 drought, and needs to save water. We believe educating people about water awareness is the solution. We used pamphlets, interviews, surveys, and research to accomplish this task, and our results show pamphlets are a cheap and effective tool to educate people.

Problem

WPI water consumption must decrease to ease drought

Survey One

Pamphlet

Survey Two

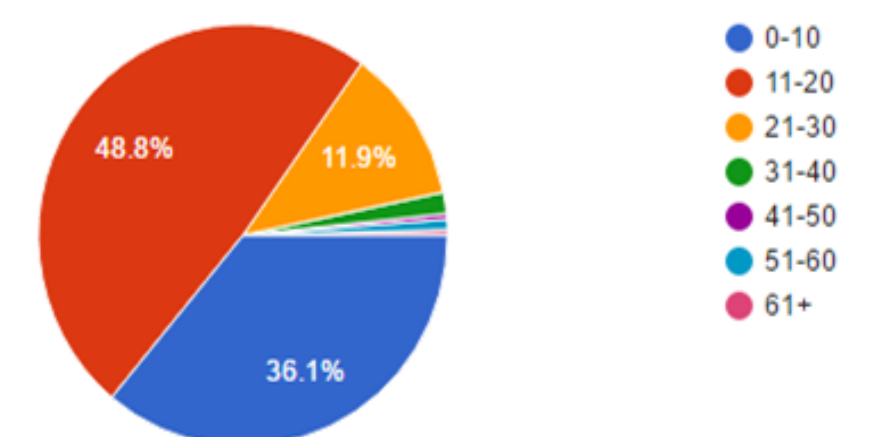
Results

- 23% of people who answered the second survey stated their water habits changed because of the pamphlets
- There was an 8% increase of people turning off the faucet
- More people take shorter showers now

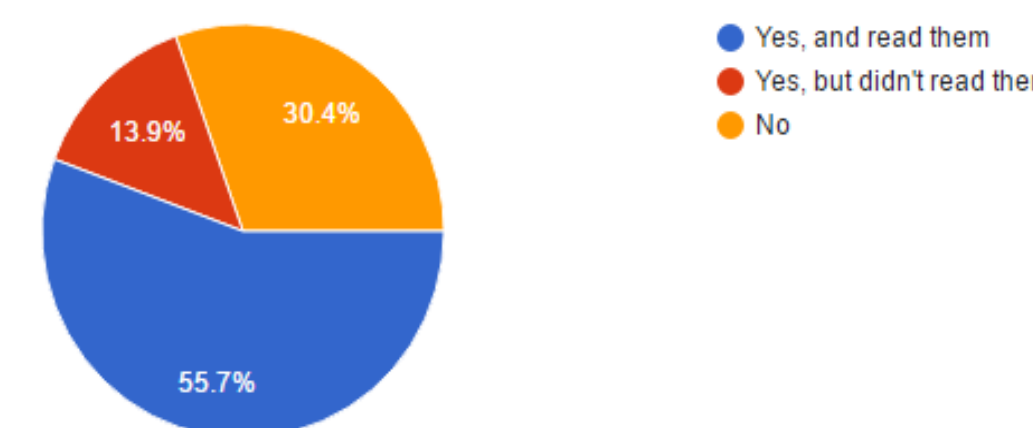
Goals

- Identify key strategies that decrease water consumption and increase sustainability
- Propose solutions that can be implemented within WPI
- Bring water awareness to students living on campus at WPI

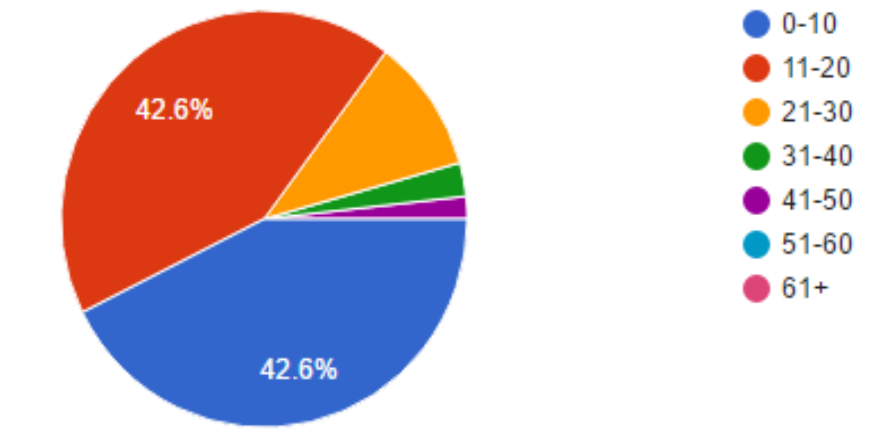
How long are your typical showers in minutes? (244 responses)



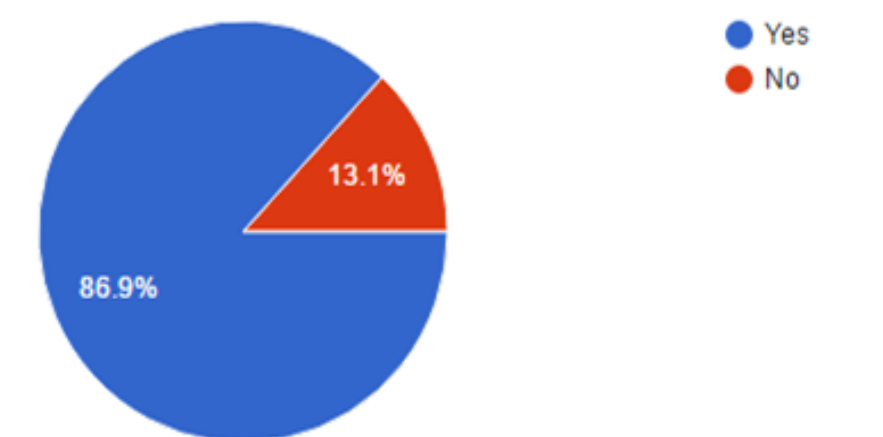
Did you notice the flyers about water use and water conservation on your bathroom mirror? (115 responses)



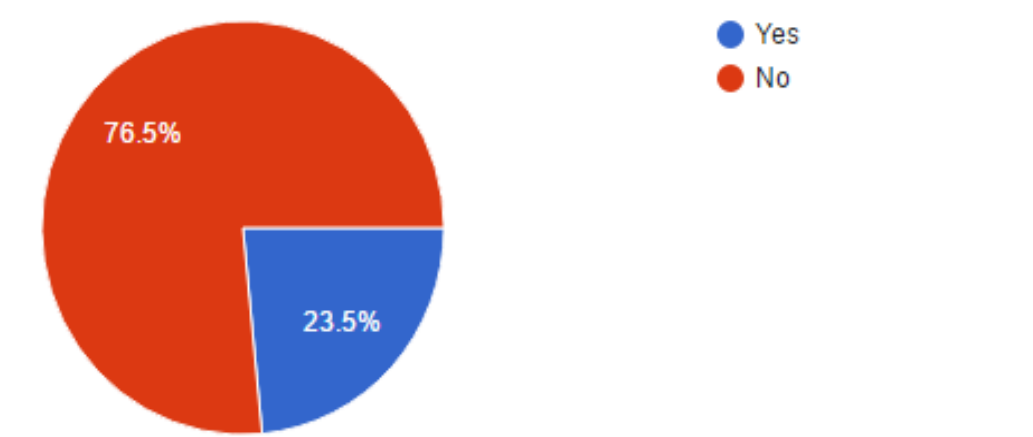
How long are your typical showers in minutes? (115 responses)



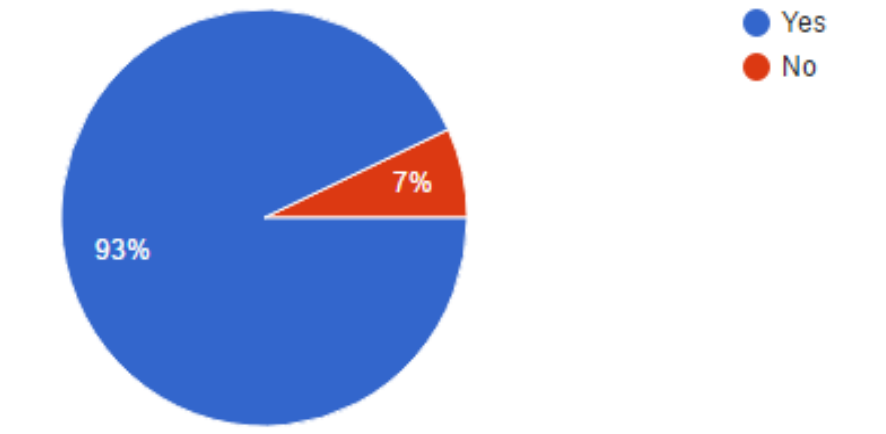
Do you turn off the tap when brushing your teeth, shaving, or other such activities? (244 responses)



Do you feel that your habits have changed as a result of seeing the flyers? (115 responses)



Do you turn off the tap when brushing your teeth, shaving, or other such activities? (115 responses)



Analysis

- First survey:
- 244 responses
 - Voluntary response bias exists
- Second survey: 142 Responses
- Mild improvement seen after pamphlets put up
 - Non-response bias exists

Solution

Two strategies proposed to reduce water consumption: Upgrading appliances and education awareness. We chose education through pamphlets due to cheaper cost.

Next Steps

- Better designed pamphlets could be distributed and save more water to fight drought
- Obtain assistance from the Green Team, who would help improve our education methods



Conclusion

The data indicates that pamphlets will convince people to adopt water saving habits, but we will not absolutely know if water is conserved until water data is released in March of 2017. For now, the results are based solely on people's self assessment.

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