

# Columbia WaterMark Initiative

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Columbia Watermark Initiative



COLUMBIA UNIVERSITY  
· Environmental Stewardship ·

# Project Goals

- Help students reduce water usage through awareness campaigns
  - Showertimer Installation
  - Jug Display
  - Annual Gallon Challenge
- Identify approaches administration can take to improve water infrastructure across campus

This year's focus:

- Data Analysis & Meter Findings

# Awareness Campaigns

## ShowerTimer Installation

- Installation of 13 Showertimes in 2 bathrooms/floor
- Partner with RA's to create water saving challenge



# Awareness Campaigns

5 jug display as analogous to 10 minutes Shower



# Awareness Campaign

## Spring 2016 Gallon Challenge

- Planning Committee
- Design for America for new design and website
- Larger Volunteer Network



## Columbia University Gallon Challenge

### Participate

Join the gallon challenge to help conserve water, look at how and the importance of water, and become more aware of your water usage! We are happy to have several clubs who are joining to have the challenge this year.

Columbia Aquatics  
GWSOC  
Schnabel + Columbia Design for America  
Sustainability Association  
Cool Team II

### Instructions

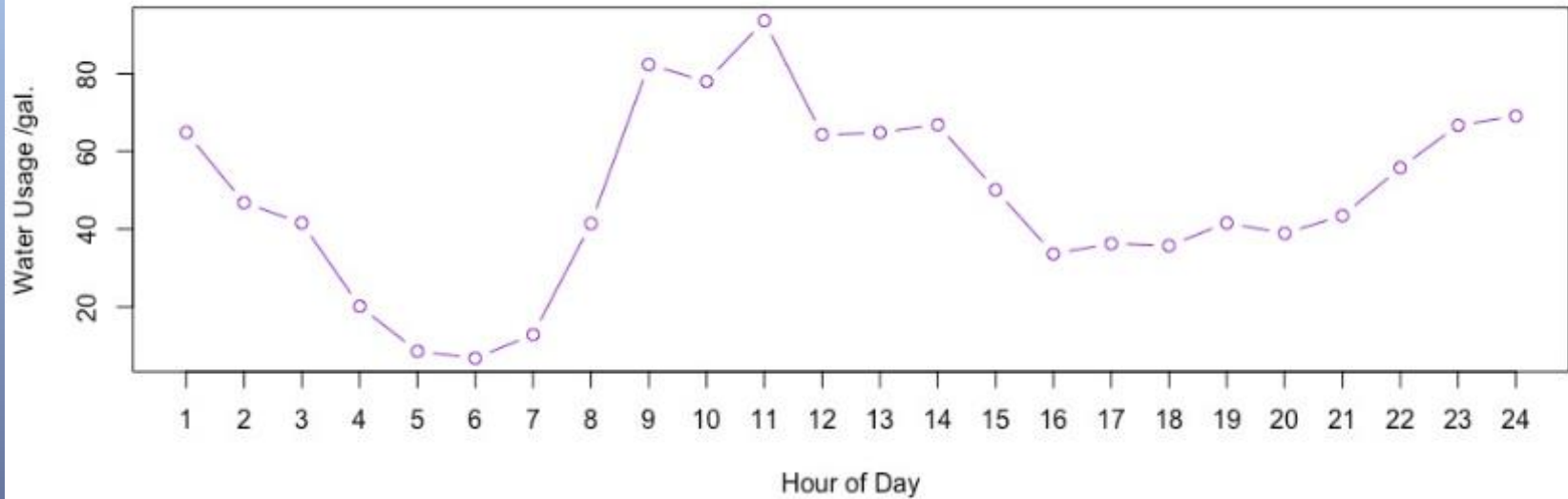
Start your journey to one gallon by taking the Gallon challenge pledge!

After taking the pledge, please be the change that you wish to see by making your water conservancy page and heading out to be and getting educated about water conservancy in order to make a long-lasting impact.

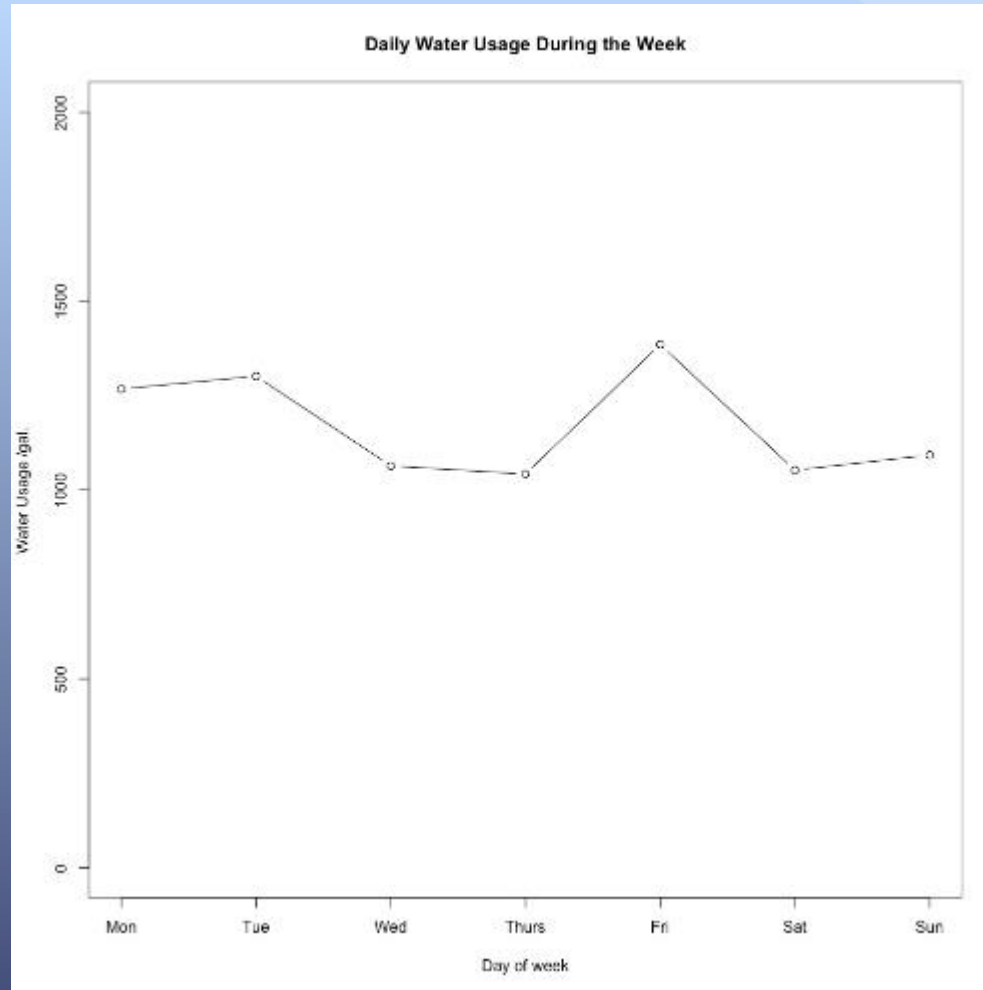


# Meter Findings: Daily Patterns

**Average Hourly Water Usage During the Day**

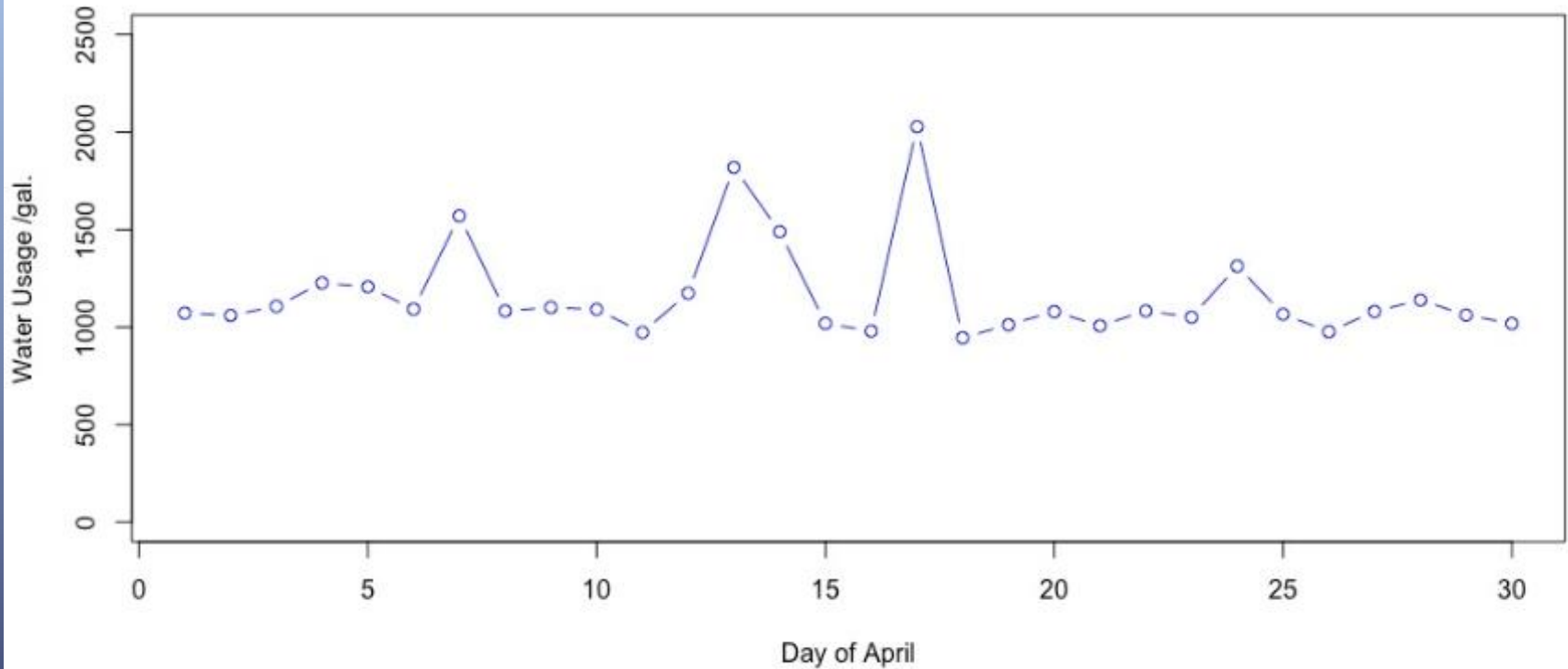


# Meter Findings: Weekly Patterns



# Meter Findings: Monthly Patterns

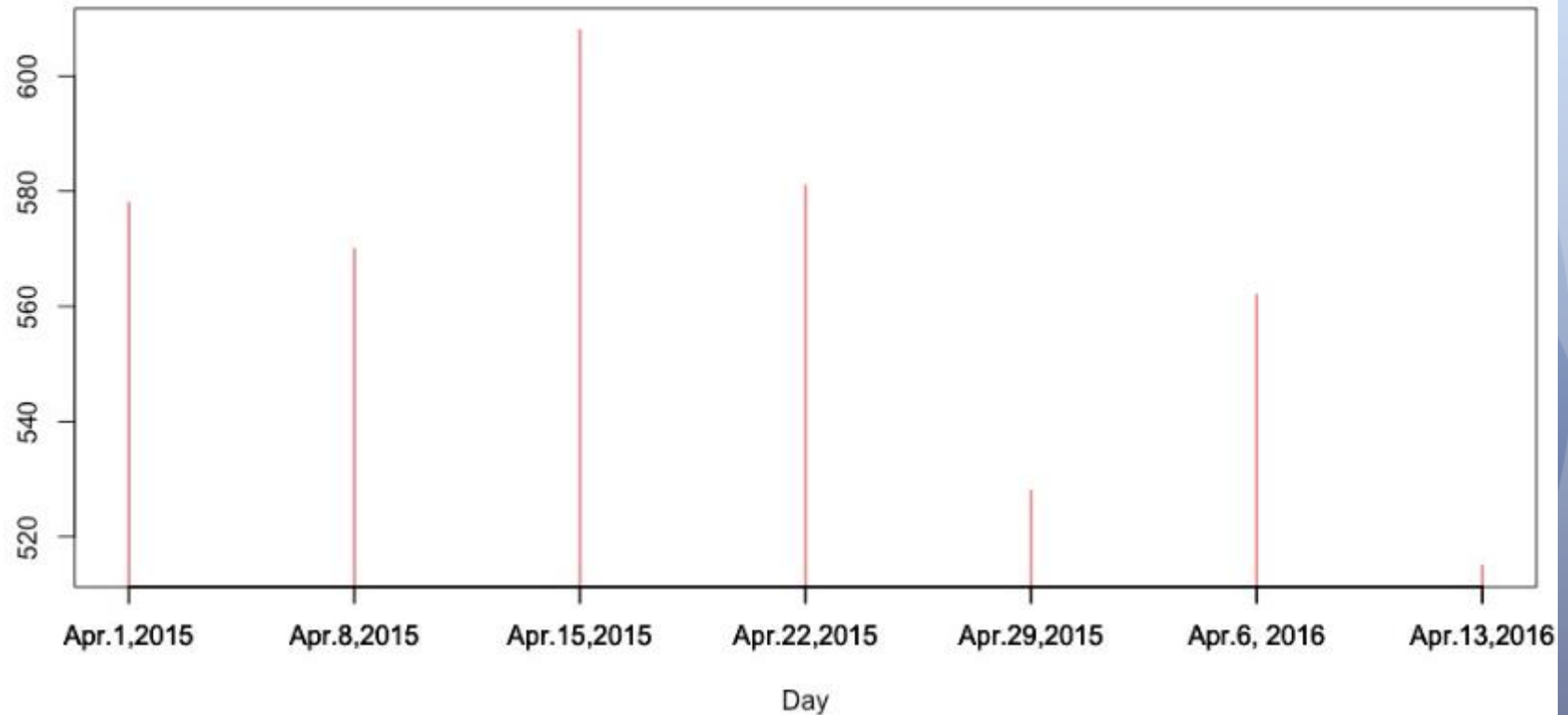
Daily Water Usage, April 2015





# Meter Findings: Gallon Challenge

Wednesday Water Use Comparison



# Next Steps...

- Continue ShowerTimer Program Pilot Program
- Campaign on high usage months/days of the week/times of the day
- Recruit a team for next year

Thank you!

From the CWI Team