



“Selling” Water Conservation

July 27, 2006



**WESTERN RESOURCE
ADVOCATES**



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Board of Water Works
of Pueblo, Colorado



Who is our audience?

- *EVERYBODY!*
- *High % of use is irrigation*
- *Culture of abundance*
- *Culture change is HARD!*





What is our message?

- *System needs*
- *Desired results*
- *Meet them “where they are”*
- *Keep it simple*





What is our “voice?”

- *Delivery channels*
- *Consistent messages*
- *Palatable messages*
- *Culture change is HARD*





What We've Done in Pueblo

- *Billing inserts*
- *Newspaper advertising*
- *Face-to-face*
- *Youth education*
- *Electronic media ads*
- *Web presence*





What We've Done in Pueblo



Wise Water Use

CAUTION!
**WATERING DURING
THE HEAT OF THE DAY
WASTES UP TO 50% OF
THE WATER YOU APPLY**



Please do not water between
10 a.m. and 6 p.m.

It should come as no surprise that heat and wind cause evaporation that can suck water right out of the ground. So, if water is flying from your sprinklers at mid-day, it is easy prey for Mother Nature's "Evaporation Machine," and never provides the benefit to your lawn, trees and flowers that you intended.

It doesn't make much sense to pay for water that's not being usefully applied, and it *never* makes sense to waste any of Pueblo's Vital Blue!



For more *Wise Use* tips, call **584-0212** or
log on to **www.pueblowater.org**

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What We've Done in Pueblo



Wise Water Use - Xeriscape!

Over 50% of home water use is for outdoor irrigation.

Since outdoor watering uses the greatest amount of water in the average home, it provides your greatest opportunity for savings. Xeriscaping is the use of plants and turf grasses that are native to semi-arid climates and can be maintained in Pueblo with minimal supplemental watering.

Our free workshop will introduce you to the seven basic principles of Xeriscape and show you how you can save water while enjoying a colorful, lively landscape - it's NOT just rocks and cactus!

The Board of Water Works is proud to provide not only the water we need to enjoy Pueblo's wonderful quality of life today, but also the Wise Use knowledge we can all put into practice to help preserve that quality for the future.

Free Xeriscape Workshop

Thursday, May 13th 6:00 p.m. - 8:00 p.m.

Board of Water Works Community Room - 319 W. 4th Street

Space is limited - call 584-0212 to register



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What's Next?

- *Wise Use messages*
- *Wasted water enforcement*
- *Cost/benefit of conservation*
- *Respond to environment*





Questions?



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