



Educating the public about water conservation

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To conserve or not to conserve

- What's the public sentiment on the Front Range about water conservation?

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Generally, people are more aware of the need to conserve because of the 2002 drought

Public opinion analysis

- 2006 Ciruli Associates polls
- Social responsibility/conservation ethic is an important motivation for conserving water
- The drought inspired considerable water savings among customers
- Conservation is somewhat event-related, and as the drought subsides, conservation efforts could diminish

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... but do attitudes affect behavior?

Social marketing ideas

- Douglas McKenzie-Mohr
- Changing attitudes doesn't change behaviors
- Need to identify barriers that are preventing the behavior

The three 'A's of a water conservation outreach program

- Make it accessible
- Make it affordable
- Make it attention-grabbing

Make it accessible

- Is it easy to get to?
- Is it well-publicized?
- Can the average, non-water expert understand it?



Make it affordable

- Will the average person be able/willing to bear the costs?
- Can you subsidize part of the program?

Make it attention-grabbing

- Is it funny/interesting?
- Is it novel?
- Are people likely to pass the word about the program/outreach effort?

Cell phone audio tour

- In the back yard of Northern Water's Berthoud headquarters
- Launched tour in June 2007
- Works like a museum audio guide, but visitors use their cell phones instead of checking out equipment



Cell Phone Audio Tour

Dial: 408-794-3706
(toll free)

Enter: **16#**

Alternative Grass Mixes

Does it meet the three 'A's?

- Accessible
- Affordable
- Attention-grabbing

Aurora's WaterSmart readers

- About the size of a garage door opener
- Residents can buy for \$30 (cost to Aurora is \$55)
- Receive radio waves emitted by meter transponder in resident's front yard
- Lets customers see how much water is used for a specific task AND the monitor ongoing consumption for the month

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Recommended reading

- “Fostering Sustainable Behavior”

by Douglas McKenzie-Mohr

