

# Public Information Programs

Holly Denham  
Division of Water Resources  
Department of Environment and Natural Resources



Managing Water Resources to Support North Carolina's Future

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# Public Information Programs



Managing Water Resources to Support North Carolina's Future

# The Backstage Workhorse

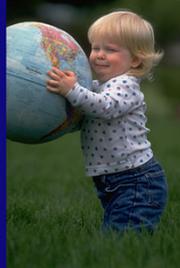
Incorporate into all other BMPs to reach your target audiences!



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## 3 Approaches to Consider

- Use the customers' bills as outreach tools.
- Directly interact with the public.
- Create and maintain utility in-house media.



# Customers' Bills as Outreach Tools

**City of Durham**  
101 City Hall Plaza  
Durham, NC 27701  
919-560-1200  
www.durhamnc.gov

**City of Durham Utility Bill**

Account Number	Customer Name	Service Location	Apt/Unit	Billing Date
9999999999	Doe, John	0000 No Name St		01/12/2012

PREVIOUS BILL AMOUNT \$96.77  
 PAYMENTS, 11/28/2011 \$96.77 CR  
 ADJUSTMENTS \$0.00  
 BALANCE BROUGHT FORWARD \$0.00  
 WATER USAGE INSIDE CITY \$31.78  
 WATER SERVICE FEE 7/8" MTR \$11.12  
 SEWER USAGE INSIDE CITY \$47.17  
 SEWER SERVICE FEE \$12.98

**CONSUMPTION HISTORY**

PERIOD	USAGE
10/15/11	1110
10/22/11	839
10/29/11	956
11/05/11	977
11/12/11	0
11/19/11	0
11/26/11	0
12/03/11	0
12/10/11	0
12/17/11	0
12/24/11	0
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02/15/21	0
02/22/21	0
03/01/21	0
03/08/21	0
03/15/21	0
03/22/21	0
03/29/21	0

## Directly Interact with the Public



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- Provide speakers for community groups
- Have booths with staff and exhibits at community festivals and events. Think Earth Day, Spring and Fall Festivals, Big Sweep, and major town events.
- Co-sponsor adult education and training programs on efficiency and conservation topics (e.g. water efficient landscaping, making your own rain barrel, and do-it yourself home water audits). Partner with local gardening clubs, Soil and Water Conservation Districts, Homeowners Assoc.

## Utility In-House Media



- Create and regularly update a water efficiency webpage. Include any rebate or incentive programs, watering restrictions and links for more water efficiency information.
- Dedicate on-hold messages with recorded conservation information for utility or municipal lines.
- Produce brochures, handouts and giveaways that can be distributed at public events and public buildings.
- Consider creating TV and radio spots for larger utility initiatives.

## Case Studies

Cary:

- Monthly utility newsletter
- Town website
- Cary TV 11 Conservation Corner
- Brochures to distribute to the general public



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# Contact Information

**QUESTIONS?**

Holly Denham  
Water Supply Planning Branch  
NC Division of Water Resources  
919-707-9009  
[holly.denham@ncdenr.gov](mailto:holly.denham@ncdenr.gov)



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