Public Information Programs

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Department of Environment and Natural Resources
Public Information Programs
The Backstage Workhorse

Incorporate into all other BMPs to reach your target audiences!
3 Approaches to Consider

- Use the customers’ bills as outreach tools.
- Directly interact with the public.
- Create and maintain utility in-house media.
• Water use for the last billing period compared to the same period the year before, including a bar graph.
• Use the bill to advertise any other programs (e.g. rebate or incentive programs) or restrictions underway.
• Direct people to your website in a prominent place on the bill
• 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.
• 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
Contact Information

QUESTIONS?

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