

## **Water Conservation Public Information & Education**

**The water, wastewater, and energy saving benefits from water conservation measures should be included with information on how to improve water use efficiencies. Information should be provided several times each year and especially during high use periods. The American Water Works Association (AWWA) has two web locations that provide conservation tips and information [www.awwa.org](http://www.awwa.org) and [www.waterwiser.org](http://www.waterwiser.org).**

### **BILLING INSERTS**

Communities can develop billing inserts or purchase billing inserts from the American Water Works Association (AWWA). To obtain a list of AWWA publications call (800) 926-7337. Inserts and other materials can also be obtained from the Minnesota Rural Water Association (800) 367-6792.

### **WATER BILLS**

Water conservation tips (and reminders) can be included on customer water bills.

### **CONSUMER CONFIDENCE REPORTS**

Short articles or tips could be included on the annual consumer confidence report.

### **NEWS LETTERS**

Community news letters could include short articles or tips to encourage water conservation.

### **LOCAL PAPERS**

Local newspapers could include short articles on methods to improve water use efficiencies.

### **INFORMATION AT WATER UTILITY AND PUBLIC BUILDINGS**

Water conservation information could be made available in displays at utility and city buildings.

### **PUBLIC SERVICE ANNOUNCEMENTS (PSA)**

Local radio and TV stations can provide short messages on improving water use efficiencies.

### **CABLE TV PROGRAMS**

Communities could develop a video or encourage school or community organizations to develop a water conservation video for local access cable TV.

### **DEMONSTRATION PROJECTS**

Water efficient landscaping areas could be developed to provide information on plants that are drought tolerant and alternatives to large turf areas. Water efficient plumbing fixtures could also be installed in public buildings.

### **PROJECT WET (Water Education for Teachers)**

Local schools could consider Project WET, which is a K-12 school curriculum related to water resources and conservation. For information on Project WET call DNR Waters at (651) 259-5706.

### **WATER AUDIT AND RETROFIT KITS**

Communities can distribute or make available information and materials for doing residential water audits and/or provide showerheads and other retrofitting devices.

### **LOCAL REGULATIONS AND ORDINANCES**

Local regulations can also be a very effective means for providing information on best management practices for improving water use efficiencies. Some examples for addressing seasonal increases in water demands for lawn watering include: time of day lawn watering restrictions, requirements for rain detection devices on automatic lawn watering sprinklers, and general water wasting (curb) ordinances. Odd/even lawn watering ordinances can help reduce demands, but may actually encourage people to water more often than necessary and should be used in conjunction with information on how often and best times of the day to water.