



Central Basin Municipal Water District

"SHUT YOUR TAP!" Campaign



Creating A Conservation Synergy Through Partnerships: A New Strategy Towards Achieving Long-Term Conservation

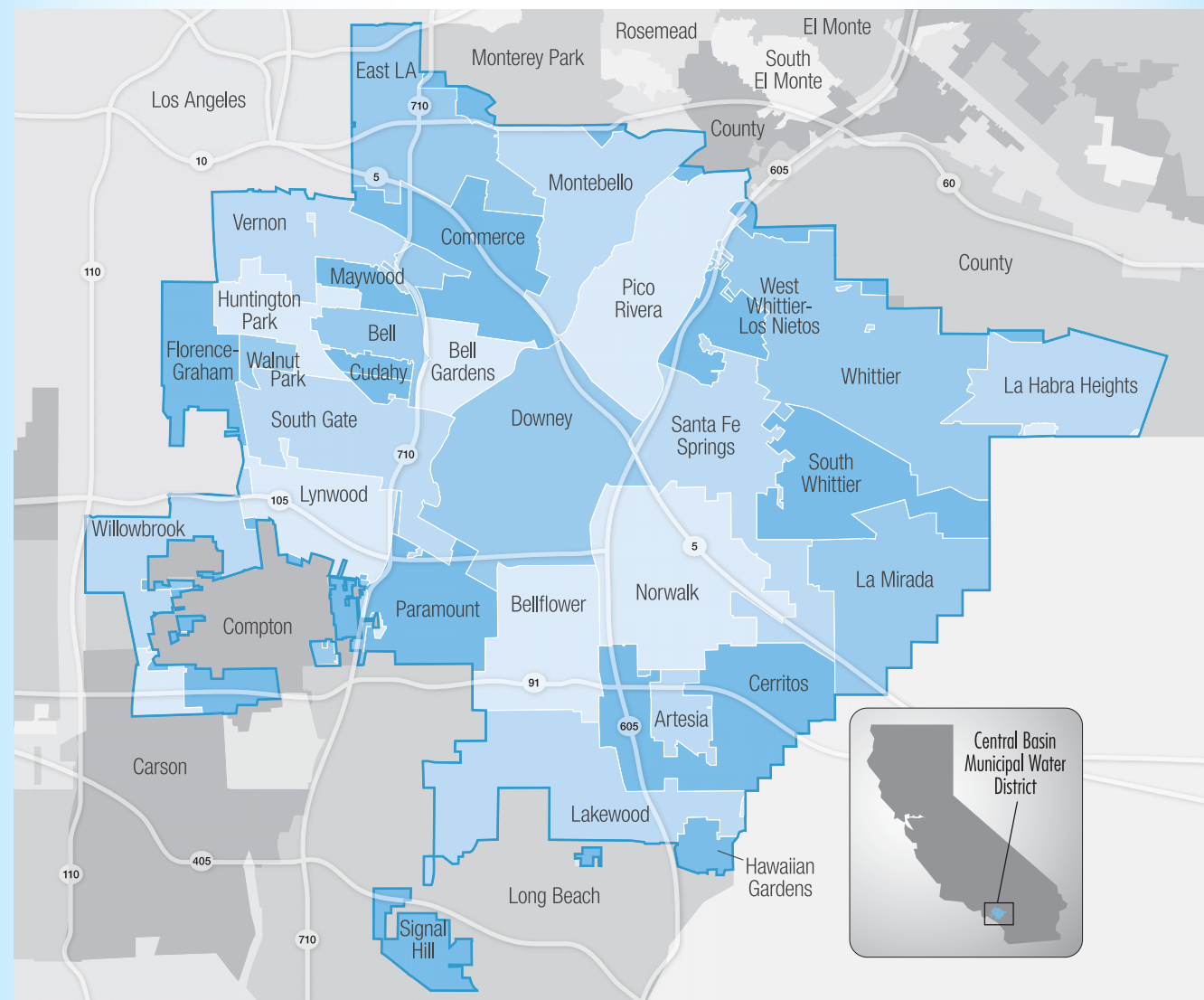
"Shut Your Tap!": A bi-lingual campaign designed to create immediate water-use awareness while working to encourage simple, long-term changes in the way consumers use water on a daily basis. Demonstrated as a successful outreach tool within Central Basin's 24-city service area.

Shut Your Tap! Roundtable



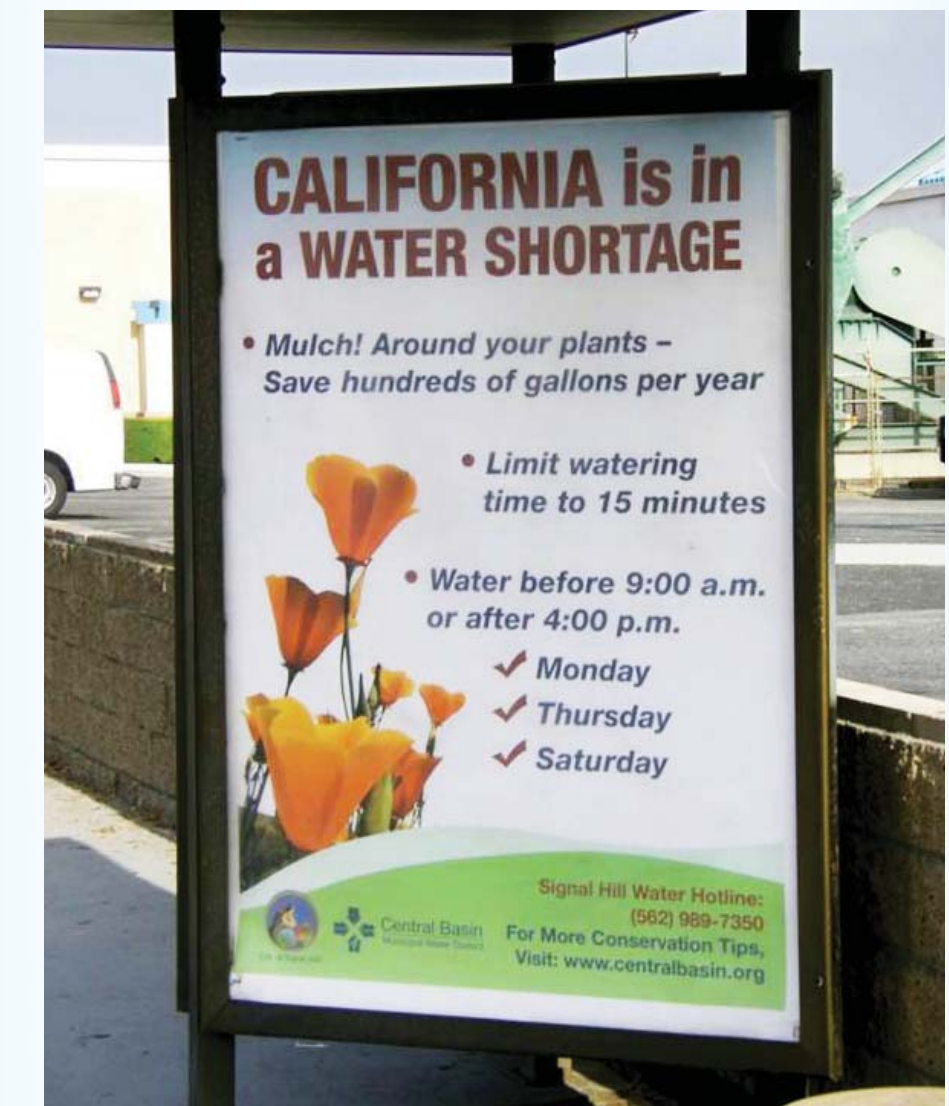
A bi-monthly event for cities and water agencies to share program information and ideas on water conservation trends and issues.

Regional Task Force on Water Conservation Ordinances



Central Basin has taken a leadership role in supporting local conservation efforts by advocating the adoption of mandatory water conservation ordinances throughout its service area.

Set of Five



Central Basin engages with cities by utilizing a variety of messaging tools through Marquees; TV Cable Stations; City Newsletter; Local Newspaper and Program flyers placed throughout city facilities.

Water Drop Messaging



Advertising includes interchangeable logos for agencies to participate in community programs at little, or no cost.



Central Basin
Municipal Water District

www.centralbasin.org



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