

The Broward Water Partnership is a collaboration of municipalities & water utilities. Indoor water conservation is achieved through a number of initiatives, including free water saving devices & high efficiency toilet rebates.

Reinvigorating the Public In an Established Water Conservation Program

Annual Campaigns Year

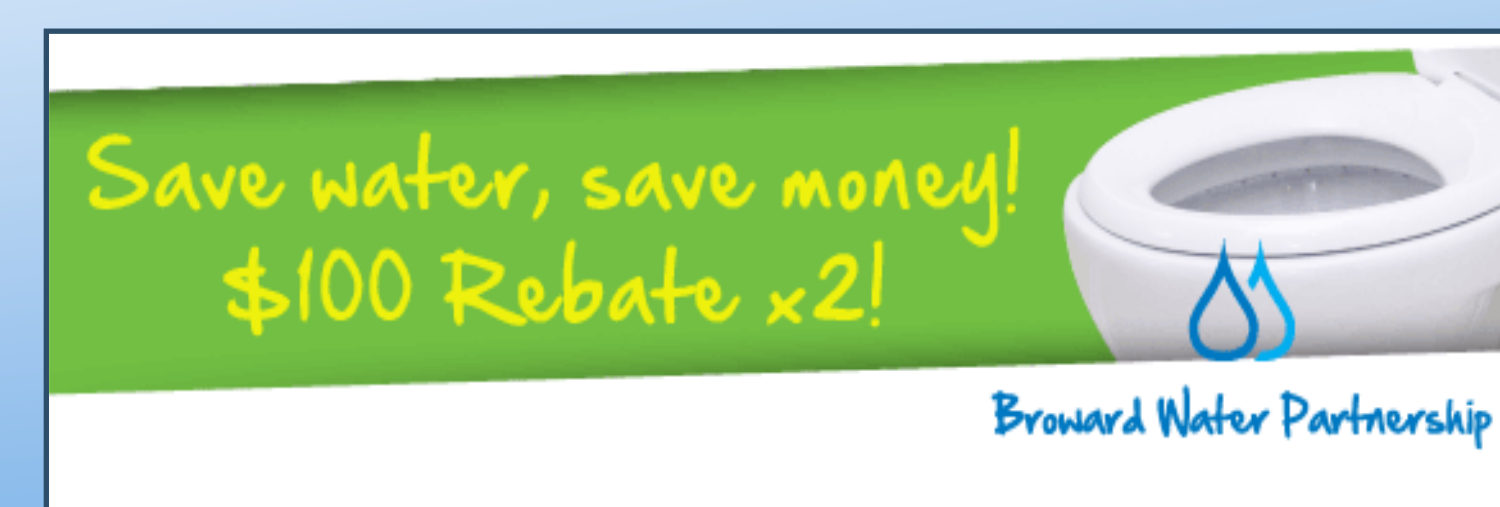


Business cards

2012

Program Inception
Utilization of traditional media

Banner
local newspaper



TV monitors
airport &
municipal buildings



2013
Incorporating humor



Stickie Note
front page of local
newspaper



Billboard

2014
Simplified messaging
integrate social media regularly

Stickie note: very successful
continue to utilize to reach target
demographic



Toilet Mascot Naming Contest
Meet Sammy Save-a-Lot!



2015
Incorporating contests to
increase engagement

The Broward Mega
MONEY-SAVING,
Record-Breaking, Wild Water Switcheroo

Home retrofit
Win water and energy
saving appliances



Contest to win
\$1,000 cash

2016
Continue with contests
Simplify requirements



Sammy Save-a-Lot travels across
Broward County
#SammySighting



2017
Heavy focus on social media and
online
advertisements



YouTube video
Scan above to watch!


Broward Water Partnership
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