

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



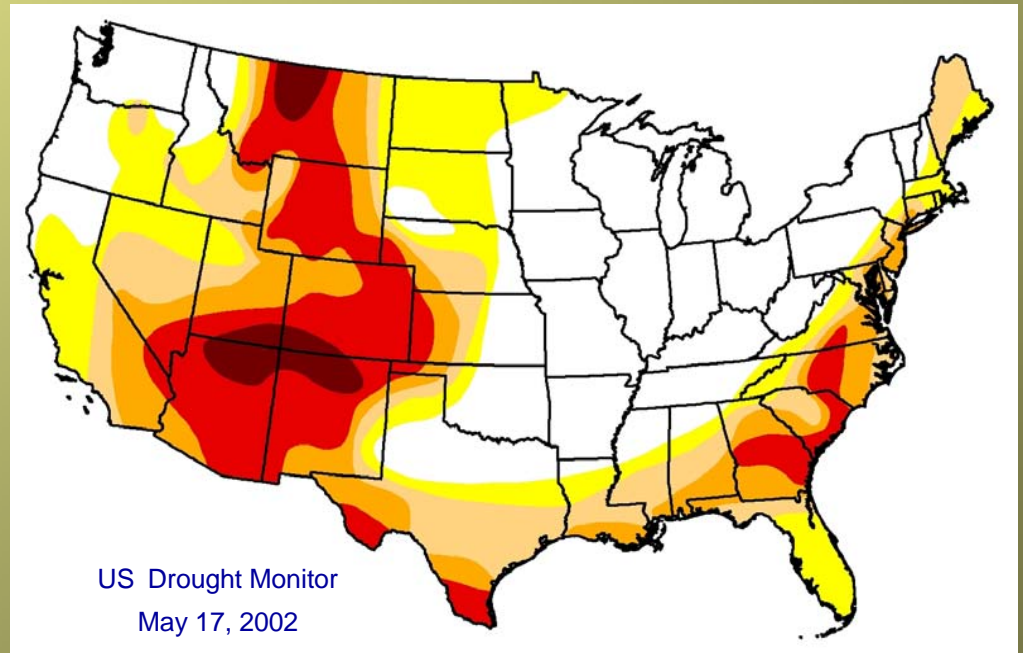
Community Outreach Programming

**An organic, integrated process
for social change**

Abby Schreiber
City of Aurora Water Conservation
aschreib@auroragov.org
303.739.7356

Historical Context

- 2002 Drought of Intermountain West
- New Director of Water Dept. March '02
- 2 employees and \$200,000 budget
- 13 employees in 2008
- Budget of \$1.7 million



Water Conservation Outreach Programs

- Synergistic
- Create Momentum
- Reinforce Message
- Prepare for subsequent levels of Learning and Action
- Offer Tools to put Theory into Practice
- Knowledge \Rightarrow Confidence \Rightarrow Action

Praxis*

Education facilitates

Informed Action

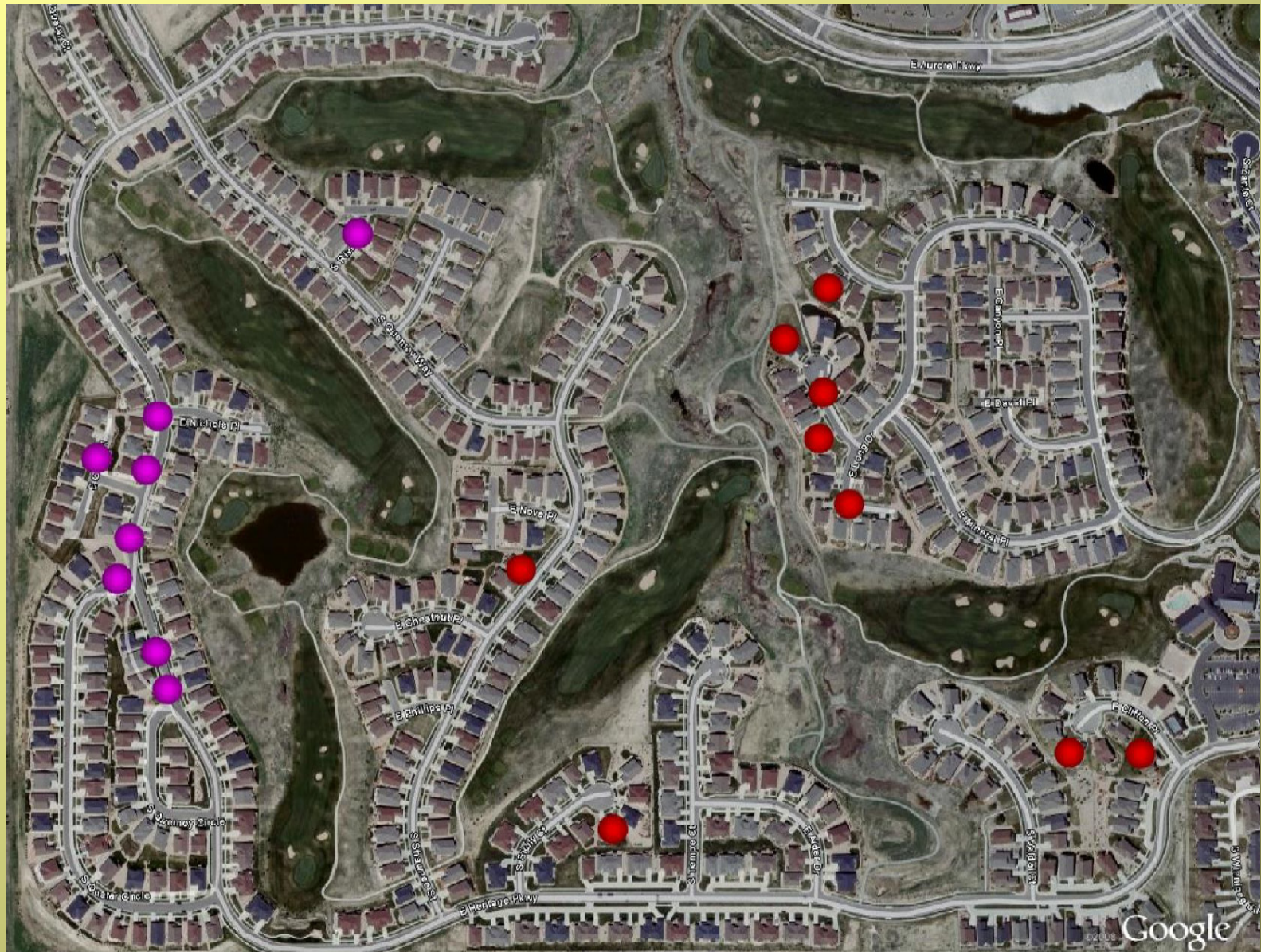
Momentum created from acquired
information and continuous staff
interaction

Paulo Freire (1968) **Pedagogy of the Oppressed*

Brief Program Descriptions

- HOA Grant
- Xeriscape Rebate
- Education (schools, teachers, public)
- Volunteers
- LPWEPP
- Irrigation Audits and free services

Rebate Chain Reaction



Before



After



Before



After



HOA Grant



Reinforcement

- Hands-on programs: Garden Volunteer, Xeriscape classes, Youth Education, Grant and Rebate

- Free materials

Literature

Tools: rain gauge, soil probe, hose timer

- Free Services

Landscape design for Rebate and Grant

Irrigation audits

Water bill evaluation & recommendation for saving

Classes for the Public



Landscape Architect consult



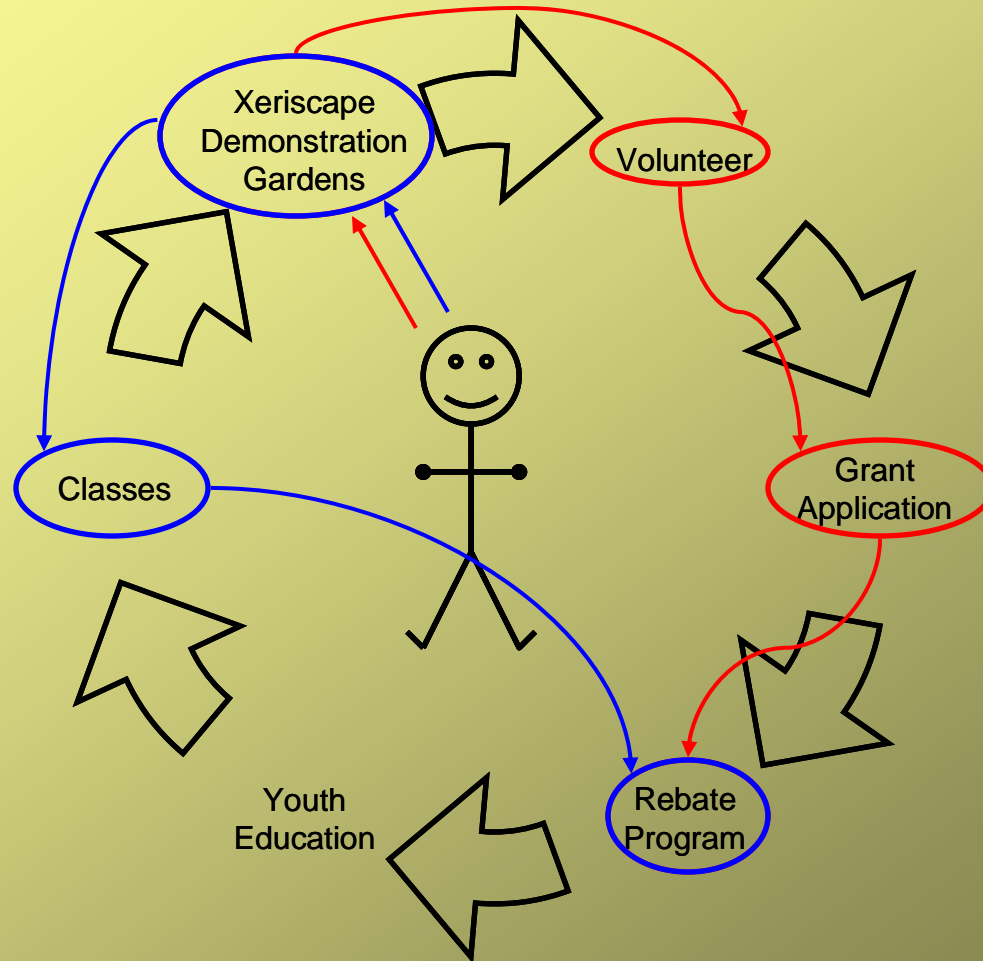
Xeriscape Garden as Focal Point

Organic Progression

- **Programs originated here**
- **Location to demonstrate
modeling of behavior**
- **Always available tool**



Synergy Flow Chart





Moving from Theory to Practice

Organic Progression
Programs Build and Reinforce
each other
Knowledge, Confidence and the
Motivation to Act
⇒ Behavioral Change