

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



How to Conserve Water: "Be A Dribble. Conserve.SM"

A Water Conservation Campaign

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History

- In 2006, the City of McKinney, Texas was in a Stage 3 drought contingency plan.
- The GPCD was 210 and with one of the fastest growing populations, an action plan was needed.
- The City was looking for science-based solutions.
- New City ordinances were initiated -watering was limited to specific days and hours.

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A New Partnership

- The City of McKinney and the Urban Solutions Center entered a partnership to solve the water conservation problem.
- The Urban Solutions Center agreed on a six-year partnership with the City of McKinney.
- McKinney City Council voted to spend \$100,000 per year on the project.
- A campaign was needed to increase awareness and help the public adapt water conservation practices.

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Urban Solutions Center

- The Urban Solutions Center worked with our agency's communication department, Texas AgriLife Communications to develop the concept of what message was needed and how to get the point across to the general public.
- The Center created a campaign with simple "how to" ways to conserve water.

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Target Audience

- Young to middle-aged adults
- Own their first homes
- Care about the cost of their water bill
- Proactive in changing their water use habits

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Goals

- To decrease water usage to the Texas State Goal of 140 gallons/person/day
- To increase water conservation literacy
- To increase water conservation practices with “how to” approaches
- Variety of media outlets (print, web, television)

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The Campaign

- A serious message with fun and humor
- Proactive, no “scolding”
- Exaggerated scenes to communicate literal interpretations of each message
- Outlandish situations illustrating ways homeowners can conserve water
- The campaign is to be used in Cities that are looking for an easy plug and play water conservation effort

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Meet the Dribbles

- A quirky, cartoon-like couple
- The name Dribble means “a small amount of water”
- Dewey, as in water dew
- Minnie, as in minimal or a small amount



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Messaging

- Be a ...
 - Be an Achiever!
 - By changing a few water-use habits around the house, you will be able to reduce water usage as well as reducing monthly expenses. It is the goal of the State of Texas to encourage residents to limit their water use to 140 gallons of water per person per day.



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Messaging

- Outdoor Water Conservation
 - Irrigation Check-Up
 - Prevent Overspray
 - Rain/Freeze Sensor
 - Rainwater Harvesting
 - Water-Efficient Landscaping
 - When to Water
 - Weather-Based Landscape Irrigation
 - Water-Saving Practices for the Home Landscape
 - Saving From a Rainy Day: Making a Rain Barrel



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Messaging

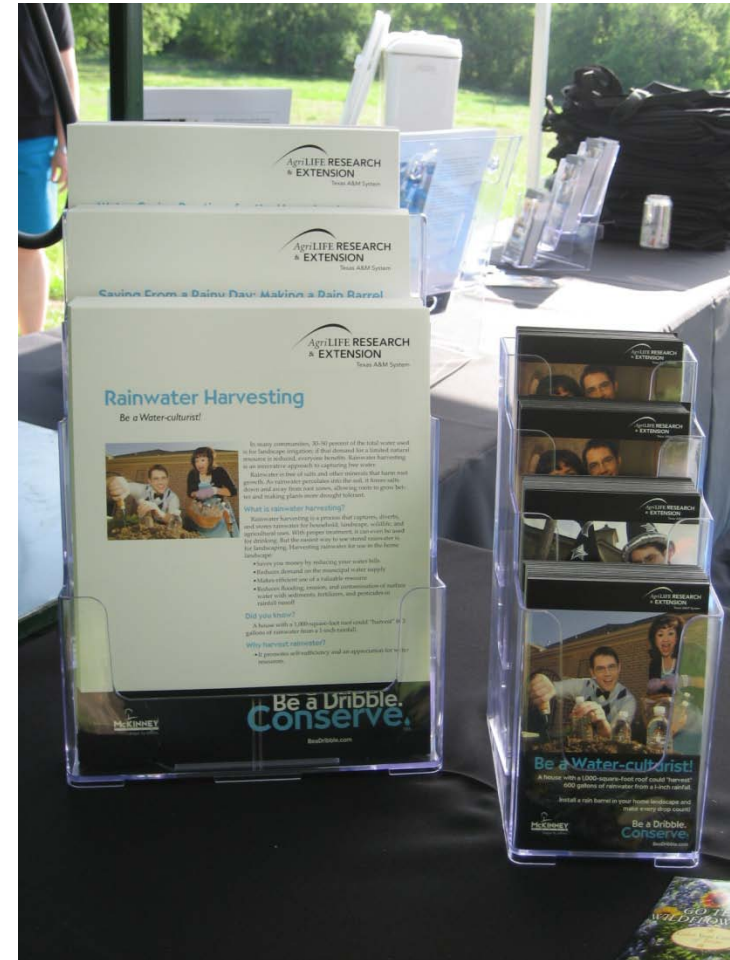
- Indoor Water Conservation
 - Dual Flush Toilets
 - Low Flow Showerheads
 - Faucet Aerators
 - Water-Saving Practices in the Home



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Outreach Materials

- 14 one-page educational fact sheets
- 10 postcards
- 10 posters
- Water bill inserts
- Dribble cartoon stickers
- Cinema ad
- Web cast
- Two 7-foot pull-up banners for events
- Web site



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Planned Materials

- Youth activity booklet
- Youth water saving kit
- Dribble calendar
- New giveaways
 - Dishwashers
 - Washing Machines
 - Mulching
 - Turfgrass
 - Drip Irrigation



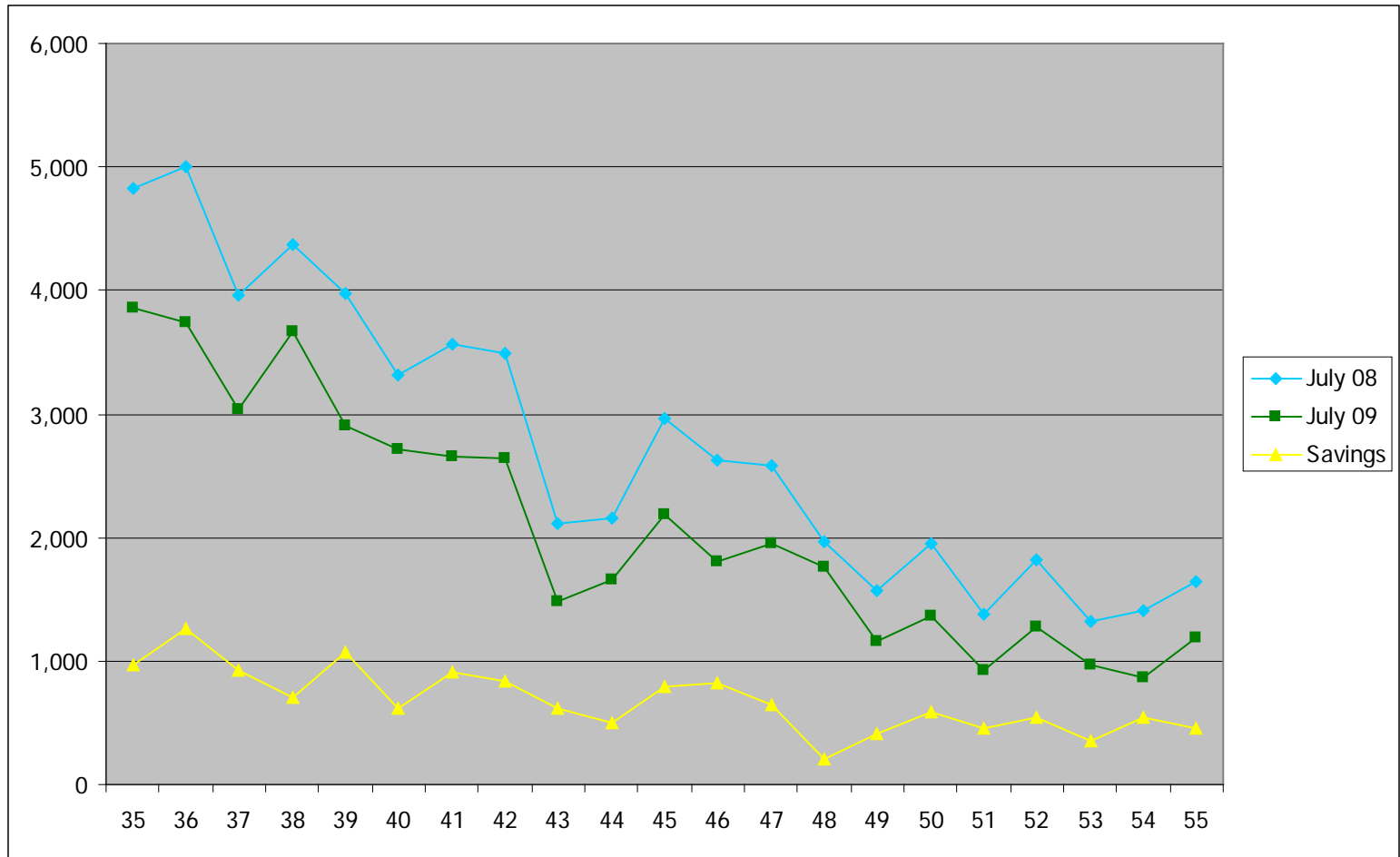
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Results (so far)

- Over 50 water conservation events attended promoting the campaign
- Awareness of water issues has increased by 42 percent
- Gallons Per Capita Per Day (City):
 - Pre Dribble Campaign 2006 = 186
 - Dribble Campaign/Severe Drought 2008 = 156
- 2009 targeted residents consuming 35,000 – 55,000 gallons/month
 - Base of about 1400 consumers
 - Water Usage from July 2008 and July 2009
 - Saved 14 Million Gallons



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Partners

- EPA WaterSense Program
- City of McKinney, Texas

Awards

- National Best of the Best Award for Educational Marketing/Outreach Campaigns
- Association for Communications Excellence Gold Award



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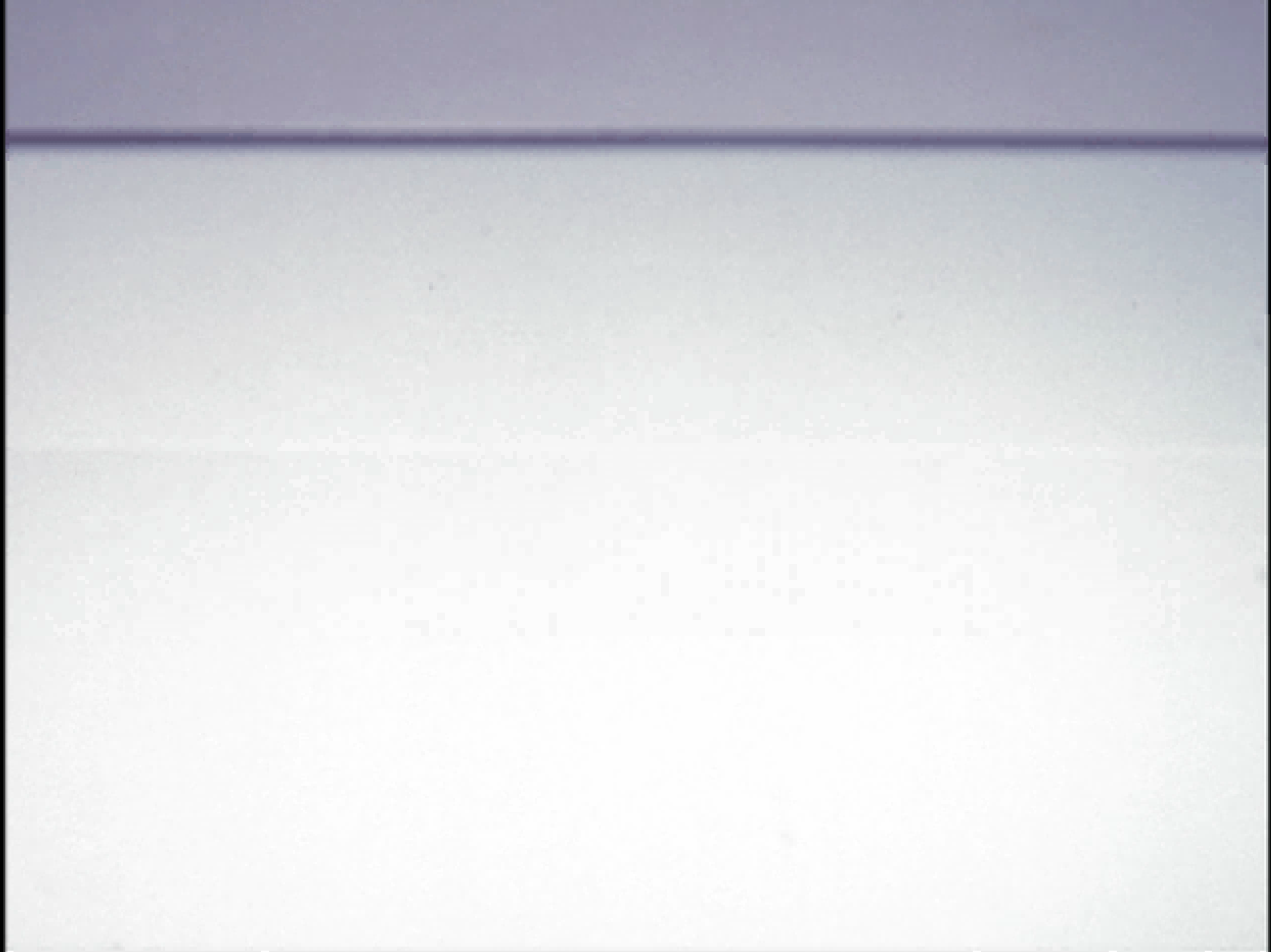
For More Information

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