

This presentation premiered at WaterSmart Innovations

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Dallas Water Conservation: Using Digital Technology to Reach New Audiences

WaterSmart Innovations '09

Carole R. Davis, Water Conservation Division Manager
City of Dallas Water Utilities

Topics

- Background
- Youth Outreach Efforts
- “It’s All In A Drop” Video Contest
 - Strategy
 - Implementation
 - Results

Background

- Since 1980's
 - Dallas has been a leader in water conservation public awareness efforts
- 2001
 - Dallas was 1st in North Texas region to adopt lawn and landscape ordinance prohibiting water waste
- Since 2002
 - Dallas spends in excess of \$1.3 million annually for public awareness campaign

Background (continued)

- 2005
 - Dallas leaders adopted Five-year Strategic Plan on Water Conservation
 - 3 pronged approach
 - City Leadership & Commitment
 - **Enhanced Education & Outreach**
 - Rebate and Incentive Programs



Youth Outreach

Environmental Education Initiative

Collaborative effort with city's Department of Sanitation

- Program includes grades K-12
- Over 20,000 students have participated
- Over 500 teachers participated in staff development program



RICHARDSON ISD

Dallas
Independent
School
District



Environmental Education Initiative (continued)

- K-8 grades

- K-5 students receive class room presentations
- 6-8 students work with interactive modules



Environmental Education Initiative (continued)



- High School Program
 - High-school students are chosen each year to work with the city through a summer internship program

"Dew" Water Mascot



- About "Dew"
 - Campaigned at local Dallas Independent School District (DISD) elementary schools
 - Ran against two other candidates in 2005
 - Elected as Dallas' official water conservation mascot in 2006

'Dew" On the Tube

- Dew debuts on the Cartoon Network & Nickelodean in 2007
- Cartoon artwork created by elementary student





"It's All In A Drop" Video Contest

Contest Strategy

- To engage older students in developing wise water use habits
- Middle-school kids targeted through a venue they are familiar with --the internet
- Dew's popularity transferred 'worldwide' through social networking websites

Contest Highlights

- 12 week campaign promoted through pep rallies
 - School auditoriums
 - Class rooms
 - Kids visited Dew's MySpace and Facebook pages for ideas
- Students wrote, produced and starred in short videos
 - Required to have a conservation theme and include water-wise tips
- Classmates voted on winner

Contest Pep Rally



"Dew" On YouTube

Dew

"If saving water is wrong, I don't want to be right."

Male
98 years old
DALLAS, Texas
United States

Last Login: 4/25/2008

View My Pics | Videos

contacting Dew

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- IM / Call
- Block User
- Add to Group
- Read Floor

MySpace URL:
<http://www.myspace.com/savedwater>

Dew is in your extended network

Dew's Latest Blog Entry (Subscribe to this Blog)

"It's All in a Drop" Video Contest Rules (view more)

Dew's "It's All in a Drop" Video Contest Has Begun! (view more)

Dallas Time-of-Day Watering Restrictions Resume April 1 (view more)

Water Fun Facts (view more)

Outdoor Water - Wise Tips (view more)

(View All Blog Entries)

Dew's Blurbs

About me:

It'll be honest - On lying about my age (only because that is so old as MySpace would let me go). In truth, I have literally been around since before we kept track of time. I have lived all over the World, in oceans, shrubs, rivers and lakes. In fact, in the average one hundred year period a water drop like me spends 90 years in the ocean, 20 months as ice, about four weeks in lakes and rivers, and less than a week in the atmosphere.

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Dew Drop

What are you doing right now?

Networks: Dallas / Fort Worth, TX

Sex: Male

Relationship Status: Single

Looking For: Friendship, Networking

Birthday: January 31

Hometown: Dallas, TX

Mini-Feed

Displaying 10 stories. Import

April 8

- Dew and Ashley C. Moss are now friends. 9:01am
- Dew and Kristen Valek are now friends. 8:43am
- Dew and Ferrell Decker are now friends. 8:39am

April 7

- Dew and Chase Skinner are now friends. 5:27pm
- Dew and Sheila Bacon are now friends. 5:25pm
- Dew and Lauren Shultz are now friends. 4:49pm
- Dew and Lauren Davidson are now friends. 4:40pm
- Dew edited Website in his profile. 4:40pm
- Dew and Gina Titus are now friends. 4:40pm
- Dew and Cheryl Dunlap are now friends. 4:31pm

View Photos of Me (6)

View Videos of Me (1)

View My Friends (12)

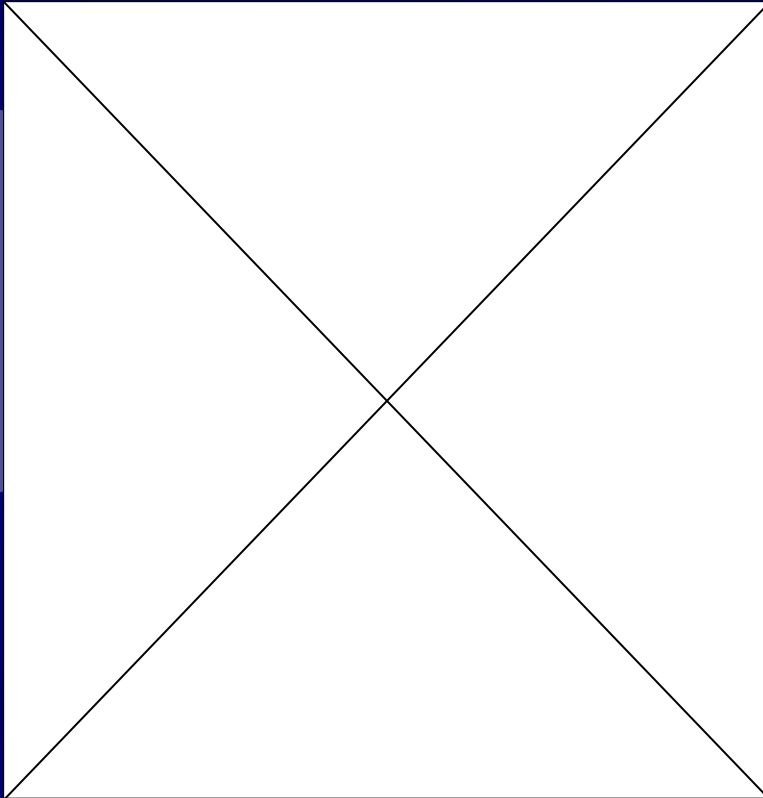
Edit My Profile

Media Partnership

- ABC Affiliate
WFAA-TV
- Dallas Morning
News
- Univision



And the Winner Is...



- D'Andre Brothers
 - Atwell Middle School
 - Received special presentation at his school
 - WFAA-TV weather personality & DEW
 - Won I-Pod Touch

Results

- Over twenty-five videos were uploaded to "You Tube"
- The contest has generated over 4,000 views to date
- Contest successfully heightened public awareness through digital technology

Looking Ahead

- D'Andre Brothers now serves as a youth ambassador for water conservation
- Video "remixed" in Spring 2009
- Used to promote water conservation in schools, at special events and on web



“So You’d Better Check Your Spout”

Summary

- Youth Education is an integral part of Dallas' water conservation efforts
- The "It's All In A Drop Video Contest" was designed to reach a new, tech savvy audience
- The city continues to seek out new and innovative ways to convey the conservation message



For More Information

Visit our website @

www.savedallaswater.com

Or Call 214/670-3155