

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Education Programs During a Pandemic: Thinking Inside a Box

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Public Utilities Department
Water Conservation Office



Welcome to Athens-Clarke County, Georgia

- Smallest county in GA
- Provide water & sewer service
- ~41,600 water meters
 - SFR - 38,135
 - Commercial/ Industrial/ Institutional - 3,514



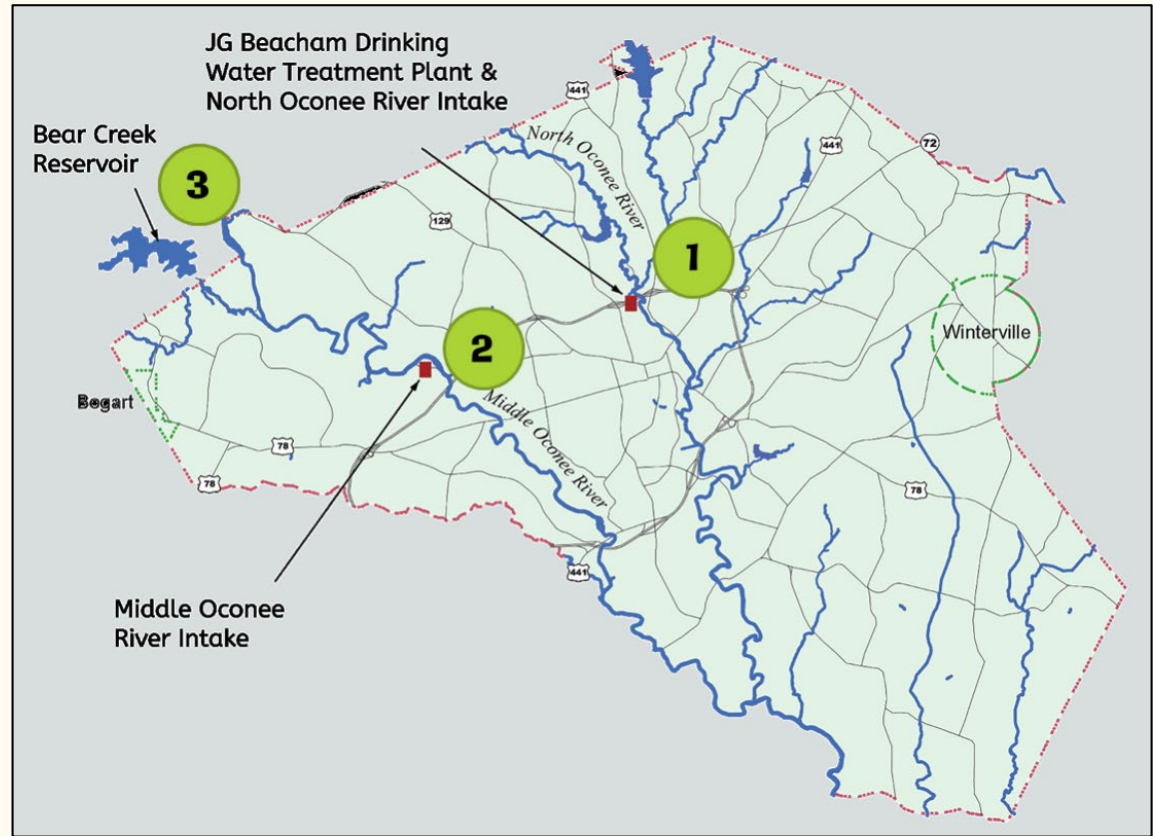
Welcome to Athens-Clarke County, Georgia

- Population of 127,000 with an additional 37,000 students enrolled at The University of Georgia
- Projected population size of 160,000 by 2040



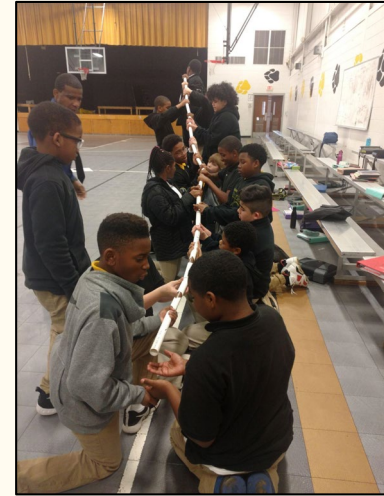
Welcome to Athens-Clarke County, Georgia

- Surface water from two rivers and one reservoir
- One Drinking Water Treatment Plant with capacity of 36 MGD
- Three Water Reclamation Facilities with capacity of 28 MGD



Water Conservation Office

- Outreach Materials
 - Print & digital
- Education
 - School visits, tours, events
- Water-efficient fixtures
- Drought awareness
- Catch all for PUD communications



Athens Water Festival Pre-pandemic

- Started in 2009
- Community event all about water
- Water-focused organizations
- Over 1,000 people attended in 2019



Athens Water Festival in a Box

- **Marketing**

- Social Media
- Email to previous festival attendees
- “World” email

- **Registration**

- 150 boxes increased to 180
- Online registration form with a waitlist
- Option for special delivery
- Multiple registrations allowed per household



Take a Look Inside

Water Conservation

- WaterSense Beach Ball
- Water Property Activity Kit
- Water For You and Me Book
- Squishy Toilet
- Fortune Cookies
- Toothbrushes
- Travel Water Bingo
- Postcard
- Color Changing Pencil
- Pen
- Jar Opener
- WaterSmart Worksheet & Business Card

Sandy Creek Nature Center

- Fashion A Fish Activity Kit

Keep Athens-Clarke County Beautiful

- Scavenger Hunt Kit
- Jump Rope

Recycling

- Waste Reduction Sorting Game
- Recycling Superhero Mask
- Reusable Recycling Bag

ACC Extension

- Edible Compost Recipe
- Make Your Own Seedling Pots
- Vegetable and Pollinator Seeds

Stormwater

- Make Your Own Watershed
- Stickers
- Coloring Book



Packing & Mailing

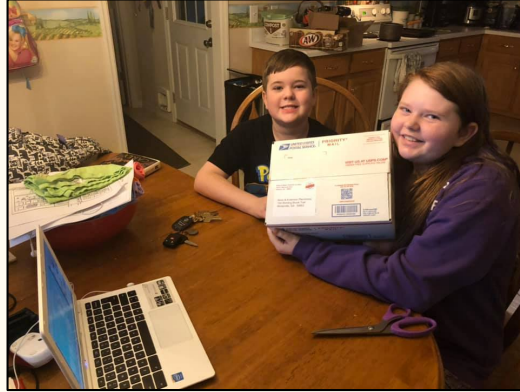
- USPS Priority Mail Flat Rate Boxes
- Printed mailing labels in house
- Assembly line with 6 people took 3 hours
- Mailed 131 boxes



Special Delivery: Delivered 49 Boxes to 34 Locations

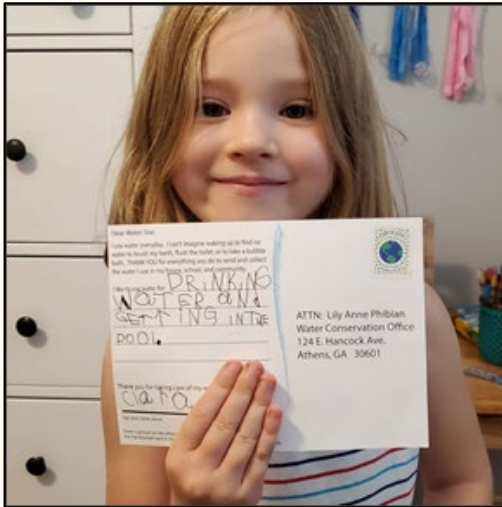


Unboxing Party: #AWF2020Unboxing

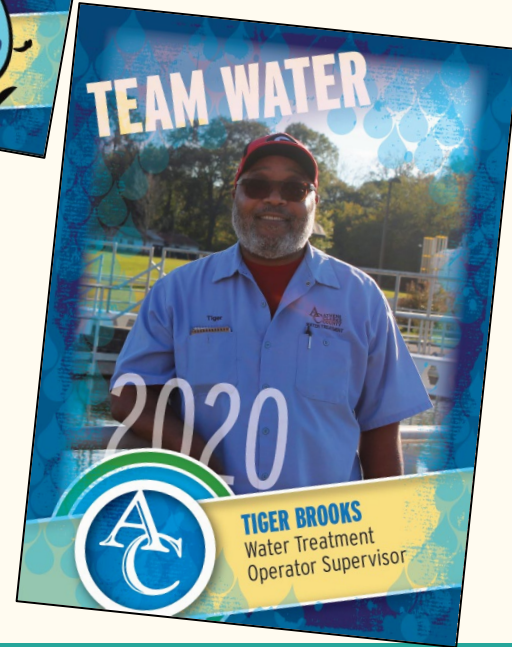


Follow-Up

- Survey
- Virtual Resources
 - AthensWaterFestival.com
- Team Water Cards



“Thank you for all the new and different things you are doing to serve families this year. Having this virtual event was exciting for my daughter, and having Lily Anne Phibian visit to deliver the box was such a fun surprise for her.”



Lessons Learned...*we did it so you don't have to*

Water Festival in a Box:

- Target appropriate age group for the included activities
- Set your number of boxes & stick to it
- Print your own postage to avoid USPS having to stamp each one
- If delivering, triple-check they will be home
- Practice unboxing prior to avoid video hiccups

Save Money:

- Have a drive-thru pick-up for boxes or deliver all
- Partner with other organizations to save \$\$
- Seek sponsorship
- Charge a fee for the boxes



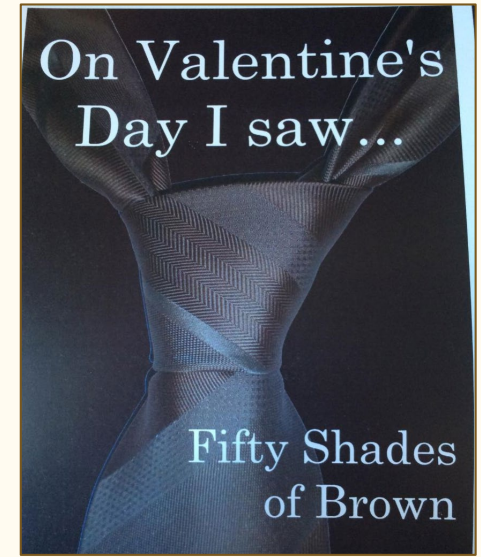
Valentine's Day Pre -pandemic

- Started in 2015
- “Sells” out every year - very popular
- Market to couples
- Small, intimate tours



Valentine's Day Pre -pandemic ... Special Surprises

- Fun with marketing
- Decorations
- Snacks
- Goodie bags



Take a Look Inside

- Homemade Poop Pourri
- Homemade Wipe Spray & Recipe
- Flush Responsibly Bag
- Toilet Tablets
- Can Cooler
- FOG Jar Opener
- FOG Pizza Cutter
- Mixed Liquor Chambertini Recipe
- Date Night “Conservation” Starter Cards
- Crappuccino Soap
- Squishy Toilet
- Propoganda
- Chocolates
- Recycle Water Purple Sugar Cookie
- I Experienced Multiple Organisms Canvas Bag



Valentine's Day Marketing

- Bill Insert (22)
- Newsletter (15)
- Social Media - Facebook & Instagram (15)
- Word of Mouth (4)
- Direct Emails (2)
- Website (2)

Work it, baby:

- *Privacy*
- *Slip into something more comfortable*
- *Discreet packaging*
- *2 Dates Available*
- *Keep it intimate*

Romantic Valentine's Day Tour

This year, we offer our popular Romantic Valentine's Day Tour of the water reclamation facility from the privacy of your home. Register for a link to the online event & to receive an enchanting package of themed goodies.

WHEN: 1) Thursday, February 11 at 6:00 PM
OR 2) Sunday, February 14 at 4:00 PM

WHERE: Pick a location allowing you to slip into something more comfortable

COST: FREE

REGISTER: www.ThinkAtTheSink.com; registration closes 1/31

We will always be here for you. Happy Valentine's Day



Valentine's Day

14

SUNDAY, FEBRUARY 14, 2021 AT 4 PM EST

Romantic Valentine's Tour of Water Reclamation Facility

Free - Online Event

Event Ended



Packing & Mailing

- Mailed 60 boxes
- USPS Priority Mail Box - 4
- Click-N-Ship Labels
- Assembly line with 3 people took 3 hours

Valentine's Day Virtual Event

- Used Webex
- Format
 - Introductions - Why?
 - History of Water Treatment
 - Be a Sewer Hero
 - 4 Ps of Flushing
 - FOG
 - Mopheads
 - “Sexy” Water Savings Commercials
 - Opened Boxes
(1 minute to explore)
 - Shared Tour Video
 - Q&A



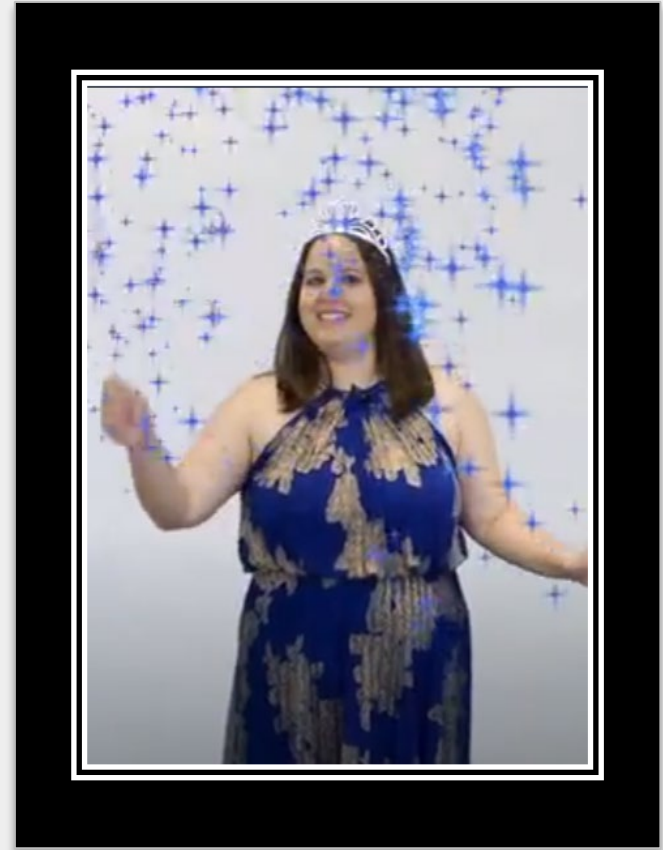
Virtual Tour Video



Valentine's Day Tour Video

Full tour video available at

<https://bit.ly/AthensWRFTour>



Lessons Learned...*we did it so you don't have to*

Valentine's Day Tour:

- Learn from experience
- Ensure you can mute crying babies - mood killer
- Nice to include an operator in the presentation
- Ability to reach a different audience
- Expanded the idea to Fix a Leak Week
 - Month of March
 - 61 Kits
 - 39 owners & 22 renters
 - Online reg



Thank you!



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Fix a Leak Week Kits

- **Marketing**

- Social Media
- “World” Email

- **Registration**

- Month of March
- 61 Kits
- 39 owners & 22 renters
- Online registration form
- Option for bathroom and kitchen aerators



Fix a Leak Week Kit

When: Month of March

What: Receive a mailed package with items and information on finding and fixing household leaks

How: Register for a free kit at **ThinkAtTheSink.com**

 **March 15–21, 2021**
Fix a Leak Week



The graphic is a promotional poster for 'Fix a Leak Week Kit'. It features a light blue background with a subtle pattern of water droplets. The title 'Fix a Leak Week Kit' is at the top in a large, bold, dark blue font. Below it, the details are listed in a smaller, bold, dark blue font: 'When: Month of March', 'What: Receive a mailed package with items and information on finding and fixing household leaks', and 'How: Register for a free kit at ThinkAtTheSink.com'. At the bottom left, there is a logo for 'WaterSense' featuring a blue water drop with a smiling face and a wrench. To its right, the dates 'March 15–21, 2021' and the text 'Fix a Leak Week' are displayed. At the bottom right, there is a logo for 'AC' featuring three overlapping water drops in purple, blue, and green with the letters 'AC' in the center.

Take a Look Inside

- Home Water Use Assessment
- AWE Practical Plumbing Handbook
- WaterSense Simple Steps to Saving Water Brochure
- WaterSense FALW 10 -minute Challenge
- WaterSense/FALW themed Leak Detection Tablets
- Fortune Cookies
- Toothbrush
- FALW Themed Flashlight
- Jar Opener
- WaterSmart Magnet
- WaterSmart Worksheet
- WaterSmart Business Card
- Bathroom and/or Kitchen Aerator



Expenses

Item	Cost/Item
Box	Free
Mailing	\$15.05
Fortune Cookies (\$0.56 each)	\$1.12
WaterSense Beach Ball	\$1.84
Squishy Toilet	\$2.22
Stickers (\$0.53 each)	\$1.06
Water Property Kits	\$0.19
Pencil	\$0.30
Printing (postcard, travel bingo, WaterSmart worksheet, team water cards)	\$1.13
Jar Openers	Surplus
Toilet Pens	Surplus
Toothbrushes	Surplus
Water For You and Me Books	Surplus
WaterSmart Fan	Surplus
WaterSmart Business Card	Surplus
Total/Box	\$22.91