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MEETING FACE-TO-FACE PUBLIC OUTREACH NEEDS WITH DWINDLING DOLLARS

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ABSTRACT: An effective water resources public education program ensures that voters are knowledgeable about the tradeoffs and complexity of providing the infrastructure that is required to provide drinking water, treat wastewater, and manage storm water. In areas where water resources are limited, customers need to understand the conservation practices they will be asked to adopt in order to secure sustainable water resources in the future. Good Public Outreach is invaluable, but it is not free. What are some ways you can develop or expand your education program on a limited budget? After you determine your target audience, do you start with a water festival, classroom activities, booth events, brochures or what? Is it possible to measure the impact of your outreach program? What are the costs associated with different types of outreach? This workshop will help you invigorate an already existing outreach program, or help establish a new outreach program based upon lessons learned from the Albuquerque Bernalillo County Water Utility Authority's Education Program. We will provide an overall strategy with recommendations at each funding level.

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