

Awareness Questions Draft #1 (050108)

1. Does your entity have an awareness program(s) for Water conservation?  
If not please explain why.
2. Do you have dedicated staff for this program?  
How many full-time equivalents (FTE)?
3. On average how much does your entity spend annually on the public awareness program?
4. Is your awareness program:
  - Year around
  - Seasonal
  - Only in times of drought/low water supply
5. Why did your entity choose to develop a public awareness program? Please select all that apply.
  - Legislative/ Policy mandates.
  - Internal strategic plan objective.
  - Low water supplies.
  - Experience Drought
  - Desire a long-term knowledgeable public.
  - To not have to raise rates.
  - Need to raise rates.
  - Conservation strategy.
  - Part of long-term planning strategies.
  - Water quality issues
  - Environmental concerns
  - Other – please explain
6. Your public awareness program includes:  
Please check all that apply.
  - Website
  - News releases
  - TV PSAs
  - Radio PSAs
  - Print PSAs
  - Water Bill inserts.
  - Public events.
  - Rebates
  - Learning Center Facility
7. What is the most effective part of your public awareness program?

8. What is the highest cost incurring portion of your public awareness program?
9. Would your entity use resources that are part of a statewide public awareness campaign on water conservation?
  - Yes
  - Unsure
  - No. If no please check possible reasons as to why.
    - It may not address my entities source type.
    - It would conflict with our existing campaign.
    - It would cost too much.
    - We are not in a drought.
    - The state would have control.
    - It is already a canned message.