



BMP 2.1 Public Outreach
2014

Agency name: Reporting unit #

Reporting unit name (District name) /

Does a wholesale Agency implement Public Outreach Programs?

List of wholesale Agencies Please provide the name of Agency if not CUWCC Group1 members

Is your agency performing public outreach?

Report a minimum of 4 water conservation related contacts your agency had with the public during the year.

Did at least one contact take place during each quarter of the reporting year?

Public Information Programs List

Number of Public Contacts	Public Information Programs Name	
1	Newsletter articles on conservation	
16	Flyers and/or brochures (total copies), bill stuffers, messages printed on bill, information packets	
1	Website	
2	Landscape water conservation media campaigns	
4	General water conservation information	

Contact with the Media

Does a wholesale Agency implement Public Outreach Programs?

List of wholesale Agencies Please provide the name of Agency if not CUWCC Group1 members

OR Retail Agency (Contacts with the Media)

Did at least one contact take place during each quarter of the reporting year?

Media Contacts List

Number of Media Contacts	Public Outreach Media Contact Name List	
1	Newspaper contacts	

Does a wholesale Agency implement Public Outreach Programs?

List of wholesale Agencies Please provide the name of Agency if not CUWCC Group1 members

Is Your Agency Performing Website Updates?

Enter your agency's URL (website address):

Describe a minimum of four water conservation related updates to your agency's website that took place during the year:



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Did at least one Website Update take place during each quarter of the reporting year?

Public Outreach Annual Budget

Enter budget for public outreach programs. You may enter total budget in a single line or break the budget into discrete categories by entering many rows. Please indicate if personnel costs are included in the entry.

Public Outreach Expenses

Enter expenses for public outreach programs. Please include the same kind of expenses you included in the question related to your budget (Section 2.1.7, above). For example, if you included personnel costs in the budget entered above, be sure to include them here as well.

Additional Public Information Program

Please report additional public information contacts. List these additional contacts in order of how your agency views their importance / effectiveness with respect to conserving water, with the most important / effective listed first (where 1 = most important).

Were there additional Public Outreach efforts?

Public Outreach Additional Information

Social Marketing Programs

Branding

Does your agency have a water conservation "brand," "theme" or mascot?

Describe the brand, theme or mascot.

Market Research

Have you sponsored or participated in market research to refine your message?

Market Research Topic

Brand Message

Brand Mission Statement

Community Committees

Do you have a community conservation committee?

Enter the names of the community committees:

Training

Training Type	Number of Trainings	Number of Attendees	Description of Other
3	2	60	Landscape Class

Social Marketing Expenditures

Public Outreach Social Marketing Expenses

Partnering Programs - Partners

Name

Type of Program



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<input type="checkbox"/>	CLCA?	
<input type="checkbox"/>	Green Building Programs?	
<input type="checkbox"/>	Master Gardeners?	
<input type="checkbox"/>	Cooperative Extension?	
<input checked="" type="checkbox"/>	Local Colleges?	Student Intern Program
<input checked="" type="checkbox"/>	Other	WCVC, Metropolitan Water District Conservation Coordinators, VCRULE, PVSD, PVRPD,
<input type="checkbox"/>	Retail and wholesale outlet; name(s) and type(s) of programs:	

Partnering Programs - Newsletters

Number of newsletters per year	<input type="text"/>
Number of customers per year	<input type="text"/>

Partnering with Other Utilities

Describe other utilities your agency partners with, including electrical utilities	Camrosa participates in a regional conservation coordinators group, Watersheds Coalition of Ventura, and the Metropolitan Water District Conservation Coordinators monthly meetings.
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Conservation Gardens

Describe water conservation gardens at your agency or other high traffic areas or new homes	Camrosa has a water conservation demonstration garden at the main office. Includes plant signage and plant listing.
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Landscape contests or awards

Describe water wise landscape contest or awards program conducted by your agency	
Additional Programs supported by Agency but not mentioned above:	Residential turf-buyback program awarded through Metropolitan Water District of SC.

Comments

<input type="text"/>
