



# Remember

- We all want to be informed
- We all want to be heard
- We all want to feel we are apart of
- We all get our drinking water from a public water system somewhere
- This is not “**US**” and “**Them**”
- This is a “**WE**” situation

# Urgent Message ! ...oops, it bounced

- Upper level pump system exceeding capacity due to underground sprinkler use, market research
- Definition of effective: Change time of outdoor water use (not volume)
- Method of communication that would be most effective



# 700 GPM Challenge

- Very limited audience
- Message crafted from market researched vocabulary
- You've got mail!
- Reduction in peak hour demand sustained three years after mailing campaign has ended



# “Effective Communication”

- Define effective
  - Not always all about you
  - But always has to be all about THEM
- What are your available method of communication?
  - Cheapness counts...but not every time
- Most effective methods of communication is not always obvious
- Measurement of some sort is critical to finding out if you were effective

Cheep,  
Cheep!



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