



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!



Contact us

- Christine Hollenbeck
 - Christine (at) clackamasproviders (dot) org
 - 503-723-3511
- Jill Hoyenga
 - Jill (dot) hoyenga (at) eweb (dot) org
 - 541-685-7157