

City of Santa Fe, New Mexico

memo

Date: April 30, 2014
To: Public Utilities Committee
From: Laurie Trevizo, Water Conservation Manager
Via: Rick Carpenter, Water Resources and Conservation Manager *RC*
RE: City of Santa Fe Water Conservation Office Drought Campaign for 2014 High Demand Season

Background:

Santa Fe is entering a fourth year of drought conditions, the Santa Fe Water Conservation Committee has passed a Resolution 2013-52 to raise drought awareness and encourage water conservation during the irrigation season which begins May 1 and runs through October 31 of each year, at this time watering between the hours of 10 am and 6 pm are not permitted.

The Water Conservation Office in conjunction with several members of the Santa Fe Water Conservation Committee worked together in 2013 to create outreach and brochure materials for the irrigation season.

Issue:

In response to Resolution 2013-52 which states that high demand watering season campaigns will incorporate outreach and communication strategies, the Water Conservation Office has created a unique and hopefully effective campaign for the 2014 watering season.

Item:

Introduction of 2014 Campaign "There's a Drought On. Turn the Water Off." In some ads the tag lines will be shortened to "Drought On. Water Off" to convey the urgency of the drought. The tag line will include: "The Official ___ of 2014" depicting images of water saving activities. The images in ads convey the message that 2014 is the time to practice water saving measures and to change behavioral habits.

The campaign originated from the City of Santa Rosa, CA, the City of Santa Fe already partners with Santa Rosa on the Qualified Water Efficient Landscaper (QWEL) program and the 2014 drought campaign seemed like a natural fit.

Images will appear in many local print publications, bill inserts, bill envelopes, online banner ads, the City of Santa Fe Facebook page, Sustainable Santa Fe Facebook page, bus ads and local events such as the Rodeo de Santa Fe and baseball games.

Attachments: Ad campaign samples

