

PUBLIC EDUCATION
SECTION 3

3.0 INTRODUCTION

To assure a long-term commitment of conservation by its consumers, the Water Authority communicates through various avenues to deliver timely and accurate educational messages on conservation. It is important that these messages are clear, readable, and to the point on the benefits of conservation.

Educational pieces need to be timely. Sending out information on lawn irrigation in November will not keep the consumers mind on reducing irrigation usage. Educational pieces need to be informative. The Water Authority's goals are to disseminate conservation information that accomplishes the following:

- Raise awareness for the need to conserve;
- Motivate customers to voluntarily change their water use practices;
- Encourage customers to purchase and install water saving fixtures and fittings particularly during renovations; and
- Encourage participation of both adults and young people.
- Continue to conduct water plant tours for local high schools.

3.1 Who is Targeted for Education

- Homeowners
- Renters
- Government
- Business Community
- Civic Groups

- Schools
- News Media

3.2 *Techniques Used to Convey the Message*

- Bill Stuffers
 - Developed In-house
 - Developed by Trade Organization
- Newsletters
 - Developed In-house
- District Website
 - Developed In-house
 - Maintained by Web Manager
- Information Hotline
 - Call the Water Authority at 516-487-7973
- Personal Contacts
 - By Board Directors
 - By the District Superintendent
- Letters and Phone Calls
- Provide Water Audit Information
- Personal Visits
- Supply Brochures
- Audio Visual Aides
- Attend Meetings of Various Groups
- In-school Programs

- AWWA Curriculum Materials
- Oral Presentations
- Press Releases
- Water Plant Tours

3.3 *Subjects to Target for Conservation*

The following residential subjects are listed in order starting with the greatest potential for water savings:

- Irrigation
- Landscaping Techniques
- Toilets
- Clothes Washing
- Showers
- Faucets
- Internal Leaks
- Exterior Leaks

The following is a list of commercial water users that will require specific and targeted outreach:

- Process Water Uses
- Manual Washing
- Automatic Car Washers
- Steam Sterilizers
- Autoclaves

- Photographic Film and X-ray Processing
- Commercial Kitchens and Restaurants
 - Food and drink preparation
 - Dishwashing
 - Garbage disposers
 - Ice makers
- Laundries and Laundromats
- Swimming Pools
- Cooling Systems
 - Once through
 - Cooling towers
 - Evaporative coolers
 - Equipment cooling systems
- Heating Systems

3.4 Public Education

In 2021 the Authority participated in the “Our Water, Our Lives” water conservation program presented by the Long Island Commission for Aquifer Protection (LICAP). The Program includes public education and awareness through the use of signage to promote the program’s website to consumers (ourwaterourlives.com).

The Authority purchased signage that included banners, yard signs and magnetic signs for vehicles. The yard signs were placed on Authority properties including the Main Office which is most visible to customers and the xeriscape location. The banner was placed at the Main Office location and the large magnetic signs were put on Authority vehicles. Field employees were informed of the program and how to respond to inquiries.