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Sent: Friday, May 12, 2006 8:43 AM

Subject: Ecology Partnership With City of Spokane Encourages Behavior Change in Use of Water

I wanted to share with you this innovative partnership in the Eastern Region for building awareness and encouraging behavior change in the use of water. Attached is an electronic poster, plus a video that will be shown at Spokane-area theaters. I think you will like them.

Educators with the City of Spokane and Ecology's Eastern Region education and outreach program have developed these tools as part of an education and outreach campaign to reach many of the different water users in Spokane including indoor and outdoor residential. Ecology has teamed up with the city to coordinate messages and increase the campaign power. Education priorities for the Eastern Region include both water quantity and water quality. Through Ecology's partnership the Water Stewardship Program will also incorporate water quality information to complete the water resource protection message.

The Water Stewardship Program has begun with a kick-off event, web site launch, and an advertising campaign to brand the program. The advertising campaign includes movie theater ads and will also incorporate traditional print advertising. Additional components to the campaign include incentives to decrease outdoor watering, kids' educational materials, and indoor retrofit kits.

With assistance from the Water Stewardship Program, the City of Spokane's goal is to decrease water consumption by 20%. This reduction goal will help the city meet both water quality standards outlined by Ecology and also water conservation requirements outlined by the Department of Health.

I believe this is an excellent example of the power of both collaboration and education, as well as putting in the spotlight a very important message in the community.

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