

Water Education Campaign

Description

Mayor Daley commenced the water education campaign with the following comments: "One thing we all have in common is our daily need for fresh, clean drinking water. Chicagoans are fortunate to have one of the world's largest sources of fresh water at their doorstep. Lake Michigan seems vast and indestructible, but it is slowly being damaged by overuse and pollution. We need to reverse this trend and protect the Lake so future generations can use and enjoy its clean water. In addition to providing the water that flows into our homes, Lake Michigan also provides habitat for animals and opportunities for swimming, fishing and boating. Our lake is one of our most valuable resources."



Background



The City of Chicago created seven different bold and simple advertisements to raise awareness about the importance of water resources in Chicago. 100,000 copies of a companion brochure, "Save the Source," http://egov.cityofchicago.org/webportal/COCWebPortal/COC_EDITORIAL/ActionH2OBrochure.pdf were distributed to city departments, sister agencies and the non-profit sector, along with 1,600 each of three different poster designs.

The City created the "Conserve Chicago Together" web site, www.cityofchicago.org/conservedchicagotogether.org as a resource for individuals, groups and businesses to learn more about what they can do protect our resources, including water. The web site is periodically updated with new information and

resources as the City continues to program water and environmental initiatives.

The City activated a water hotline (312-743-WATER) that residents can call with questions about water quality, water conservation and stormwater management.

Results



A total of 750 advertisements were placed in Chicago Transit Authority (CTA) buses and train interiors, and 100 placed on the exterior of CTA buses. 57,000 brochures and 2400 posters were distributed to public and non-profit departments and institutions throughout the region. Results of a survey

completed as part of the campaign are being tabulated.

Contacts

Water Hotline: 312-743-WATER

<http://www.cityofchicago.org/conservchicagotogether>

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