

Castle Rock Water – Mayor’s Conservation Challenge

April 2018

Goal: To raise awareness about the importance of conservation. Customers are being encouraged to take a pledge through MyWaterPledge.com. The Mayor will play an active role in encouraging residents to take the pledge. The pledge will ask customers to commit to a plan of conservation for both indoor and outdoor water use. The program will run April 1 through April 30.

Audiences:

- 1) Castle Rock Water customers

Key Messages:

- 1) Castle Rock is a leader in conservation efforts. Help us continue the successful program.
- 2) Conservation is a key component of Castle Rock Water’s long-term water plan.
- 3) Help Castle Rock gain the recognition it deserves by taking the pledge on MyWaterPledge.com.
- 4) Mayor Green is encouraging everyone to conquer the call of conservation
- 5) New in 2018, Castle Rock Water is working with Douglas County middle schools to get students involved in the conservation message. Art teachers are asking their students to draw a picture depicting what conservation means to them. Once submitted, a winner poster will be selected. They top posters will be highlighted on the Town’s Facebook page.

Tactics:

Deliverable	Date due	Person	Date Completed
Graphics			
Brand ID – logo edits	March 9	KerriAnne	DONE
Web site			
Web page with information and link to MyWaterPledge.com <ul style="list-style-type: none"> • CRgov • CRConserve 	March 30	Sandi/KerriAnne	
Graphic button for website <ul style="list-style-type: none"> • CRgov • CRconserve 	March 30	KerriAnne	
News release online with graphic	April 2	KerriAnne	
Website redirect: /WaterPledge	March 30	KerriAnne	
Publications/Printed materials			
Town Talk article – April	March 29	KerriAnne/Sandi	
News release	April 2	KerriAnne	
Poster	March 12	KerriAnne	DONE
Letter for DCSD teachers	March 19		DONE
Enlarged posters for Town Hall and Utilities’ lobbies	April 2	KerriAnne/Sandi	
Counter cards with information for lobbies	April 2	KerriAnne/Sandi	
Proclamation – April 3 Council meeting	March 10	Carolyn/Sandi	DONE
Social Media			
Post news release –	April 2	KerriAnne	

Castle Rock Water – Mayor’s Conservation Challenge

April 2018

Facebook, Twitter and Nextdoor			
Facebook graphic for news release	April 2	KerriAnne	
Facebook campaign	Reminders once/twice a week through April 30 Winners will be posted the week of May 14	KerriAnne/Sandi	
Twitter campaign	Reminders once/twice a week through April 30 Winners will be posted the week of May 14	KerriAnne/Sandi	
Additional Communication			
CivicSend email	April 5	KerriAnne/Sandi	
Town employee email	April 2 and 16	Sandi/KerriAnne/Mark/HR	
H2O Access notice	April 1-April 31	Sandi	
Water Wiser Class handouts	April 11 and 21	Sandi	

Measuring Success:

We will monitor Castle Rock’s rating on the MyWaterPledge.com website. Conversations and feedback on social media will also be monitored and responded to accordingly.