

CHAPTER V

SAMPLE CONSERVATION PROGRAMS

WASHINGTON D.C. SUBURBAN SANITARY COMMISSION (WSSC)

In 1970, a potential water supply shortage, coupled with a ban on new sewer connections caused by insufficient sewage treatment facilities, led to a moratorium on new home construction in Hyattsville, Maryland. As a result, WSSC began an imaginative program to reduce water use and waste flows. The campaign included consumer involvement and education, retrofitting of plumbing devices and appliances, and legal measures.

Consumer Involvement and Education

- a. Water-Saving Idea Contest, with U.S. Series "E" bonds as prizes
- b. Free distribution of residential interior conservation handbook, "It's Up to You," to all customers
- c. Water saving workshops for all property owners
- d. Slide speaker programs
- e. House-to-house distribution of information cards, buttons, stickers, bumper stickers
- f. Series of radio and TV spots
- g. Continuous newspaper publicity
- h. Poster contest, with U.S. Series "E" bonds as prizes
- i. Free distribution of a handbook, "Keeping the Garden Green"
- j. Production of the film, "Drip," for schools and community groups