

Feb. 12, 2009

Dear members of the Palouse Basin Aquifer Committee,

We are all aware that no amount of scientific study is likely to confirm the extent of our regional ground water supplies. There is broad agreement that the supply is not limitless. In light of those facts, the Citizens Advisory Group recommends that the committee focus more attention on reducing demand for water. We urge you to expend some of PBAC's research funds to develop a regional conservation campaign.

Specifically, we recommend offering a \$20,000 grant, sending out requests for proposals for a public information campaign that would:

- Target all Palouse Basin water users: permanent and transient, city and rural
- Develop a logo, motto and/or other easily identifiable symbols
- Emphasize the high quality as well as limited quantity of water
- Make use of traditional as well as digital media (advertisements, banners, Web)
- Integrate with existing efforts/events (Palouse Water Summit, Moscow conservation office, Palouse-Clearwater Environmental Institute, Lentil Festival, county fairs, etc.)
- Involve the business and academic communities, among others
- Emphasize that conservation will help retain the high quality of life on the Palouse and enhance the region's reputation
- Include benchmarks of success

PBAC could offer a three-month development period followed by an initial campaign, which could be reviewed and extended with an additional \$5,000 grant. We recommend that the request for proposals be advertised to the public, with special invitations to non-profit and university organizations.

A coordinated, basin-wide campaign would help local governments and universities meet their individual public information requirements in a cost-effective way. For example, the City of Pullman's 2007 Water Quality Report lists education as one of eight conservation goals. Similarly, the draft WSU 2008 Water System Plan states that the university will "implement an education program to encourage water conservation."

It would be our hope that this request for proposals could be developed and presented no later than the end of April so a campaign can be launched by the end of 2009. CAG members would welcome the opportunity to discuss this idea further with PBAC.

Sincerely,



Michael Echanove, chair
PBAC Citizens Advisory Group