

# Water Source Protection and Conservation Outreach on Maui



**What's wrong with the message?**

County of Maui Department of Water Supply

**Joint Government Water Conference**

August 29, 2019

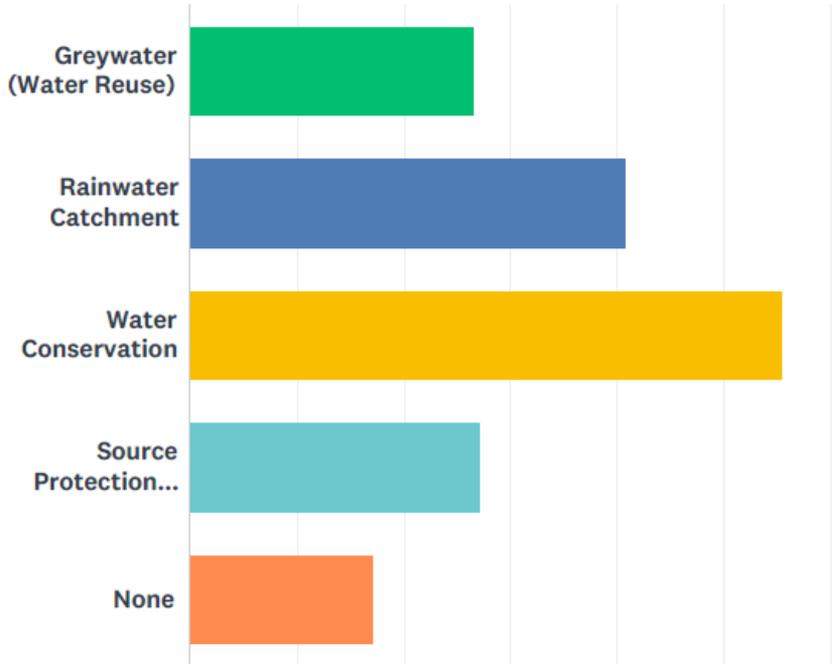
# Presentation Outline

- Public Surveys
- DWS Source Protection and Conservation Programs
- What is the right message and media?



# Community Survey Results

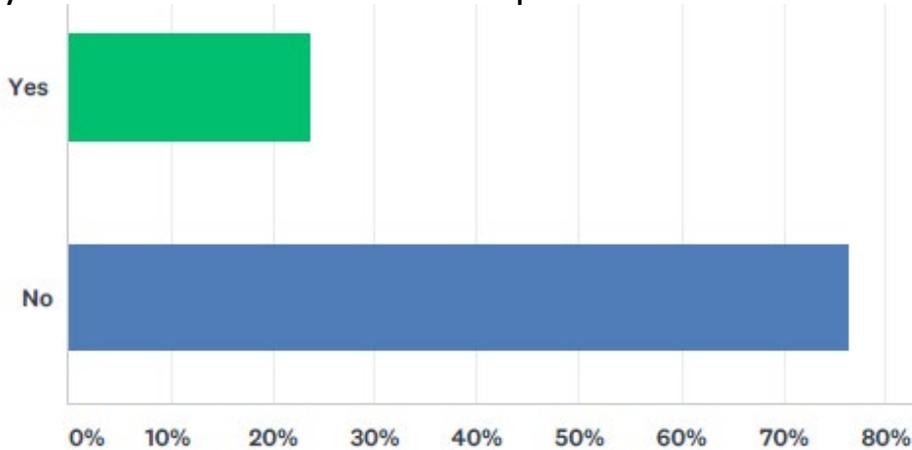
Are you interested in learning more about...



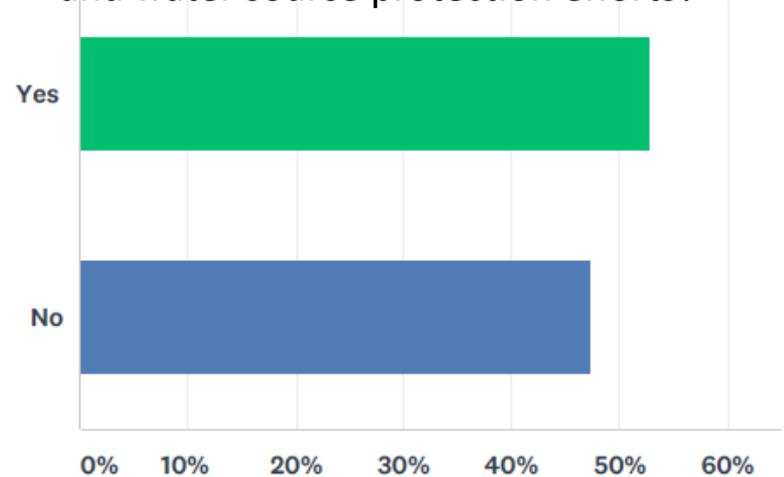
**90%** are concerned about pollution in their water

**95%** want DWS to do more to conserve and ensure the quality of the county's water resources

Do you know what water source protection is?

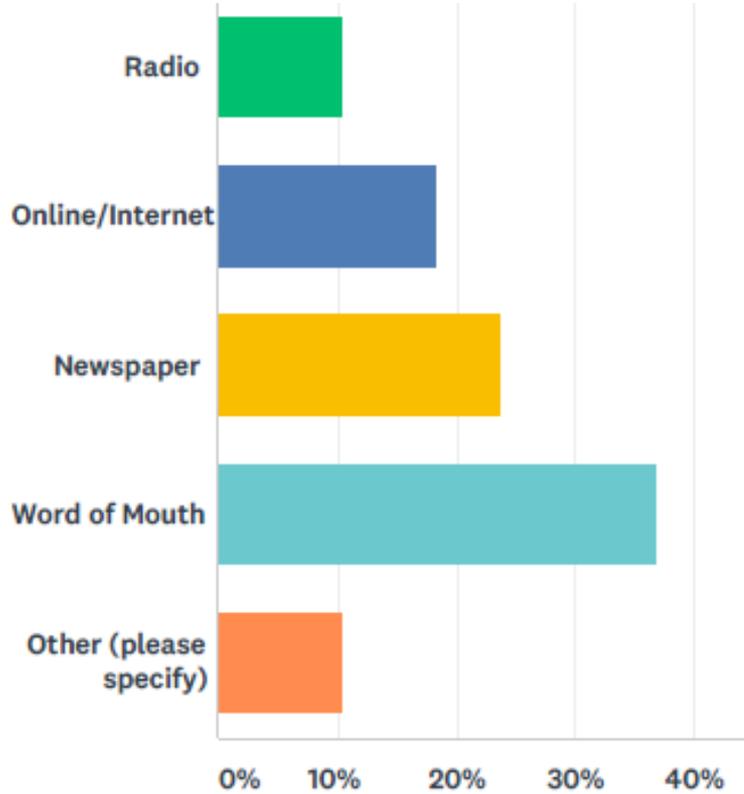


Are you willing to **pay more** for your water to support additional conservation and water source protection efforts?

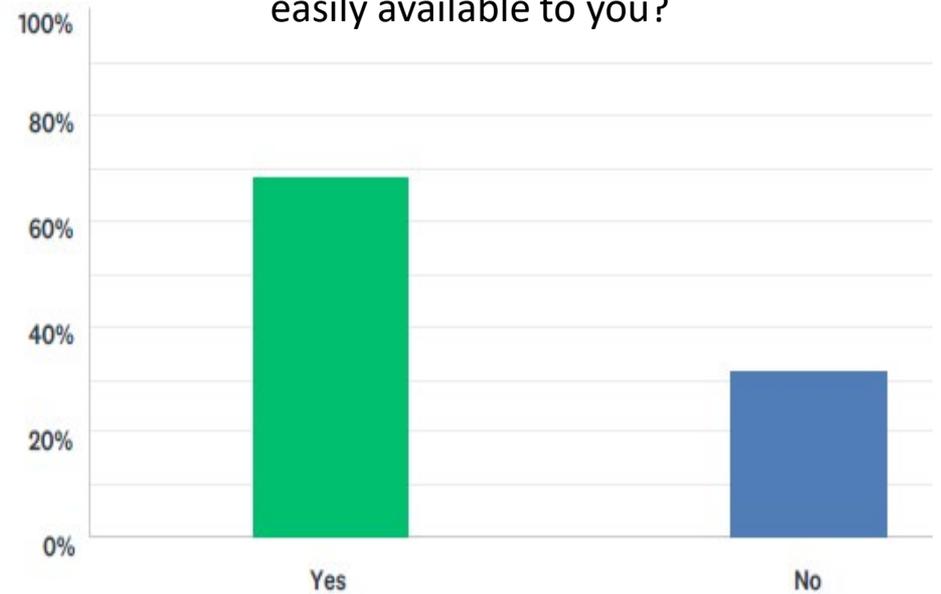


# Community Survey Results

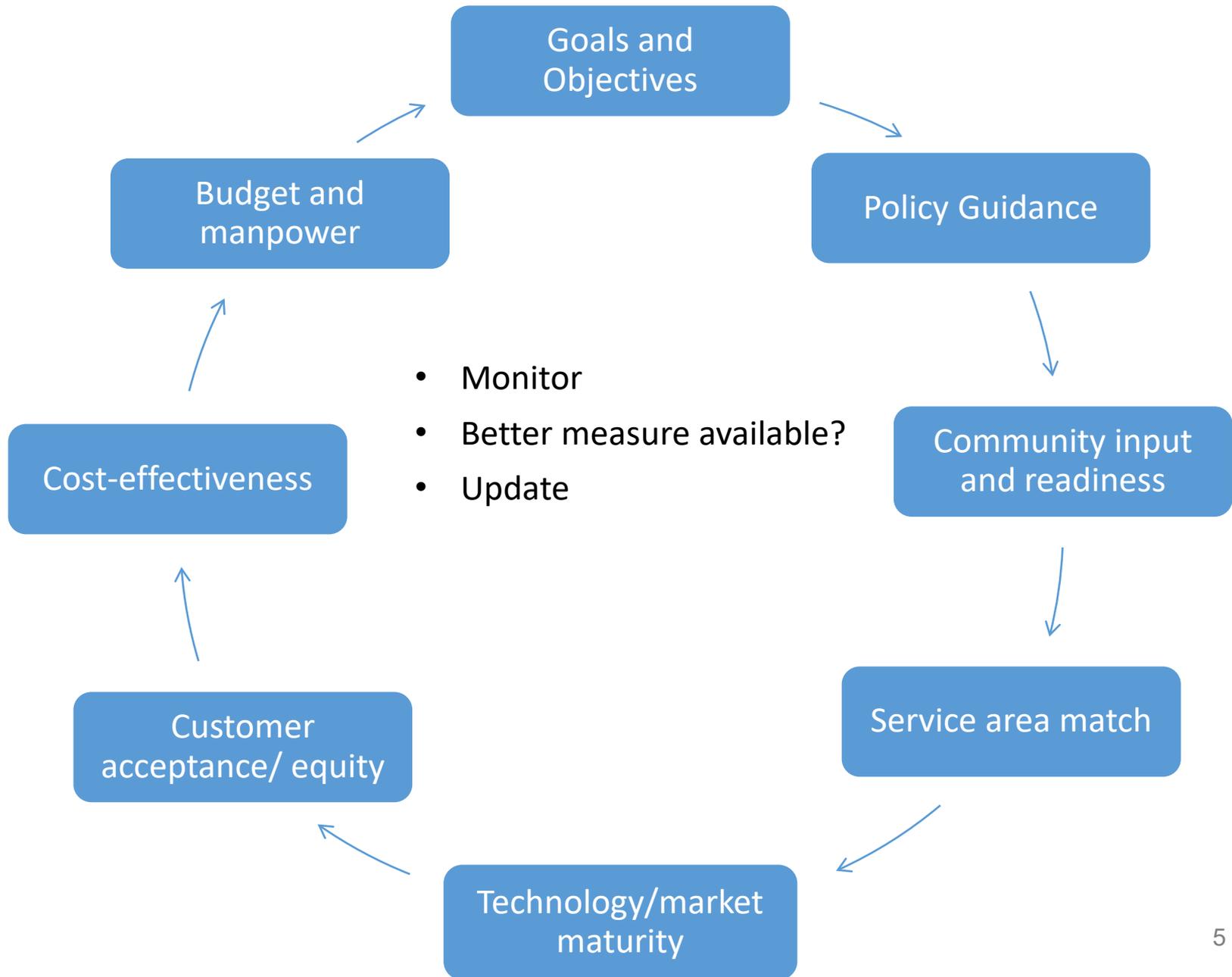
How do you find out about DWS news and updates?



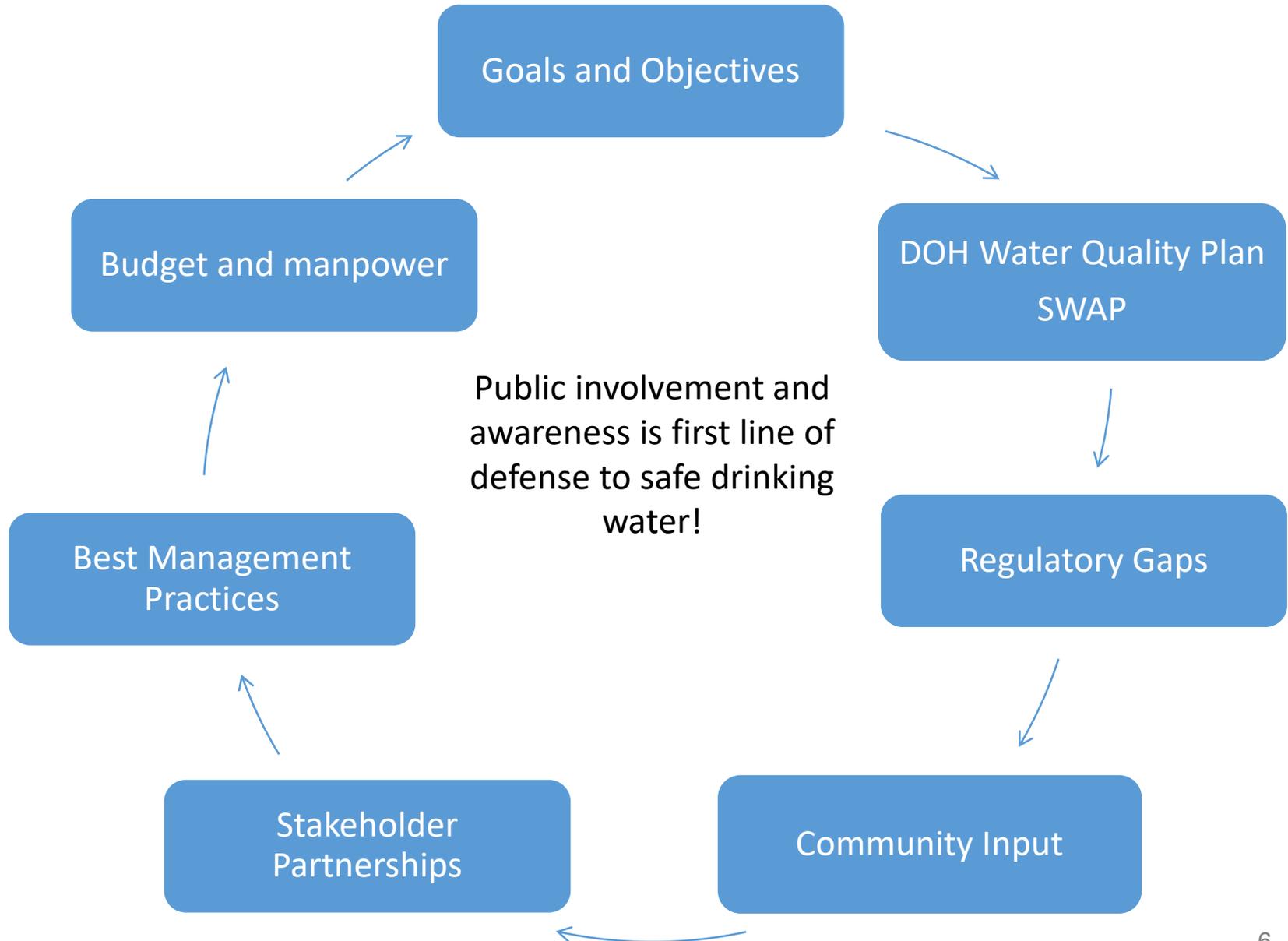
Is water conservation information easily available to you?



# Conservation Program Development



# Source Protection Program Development



# Demand Side Conservation Measures

## Customer Incentives:

- Toilet replacement
- Rain barrel program
- Low flow fixtures giveaway

## Direct Install Programs:

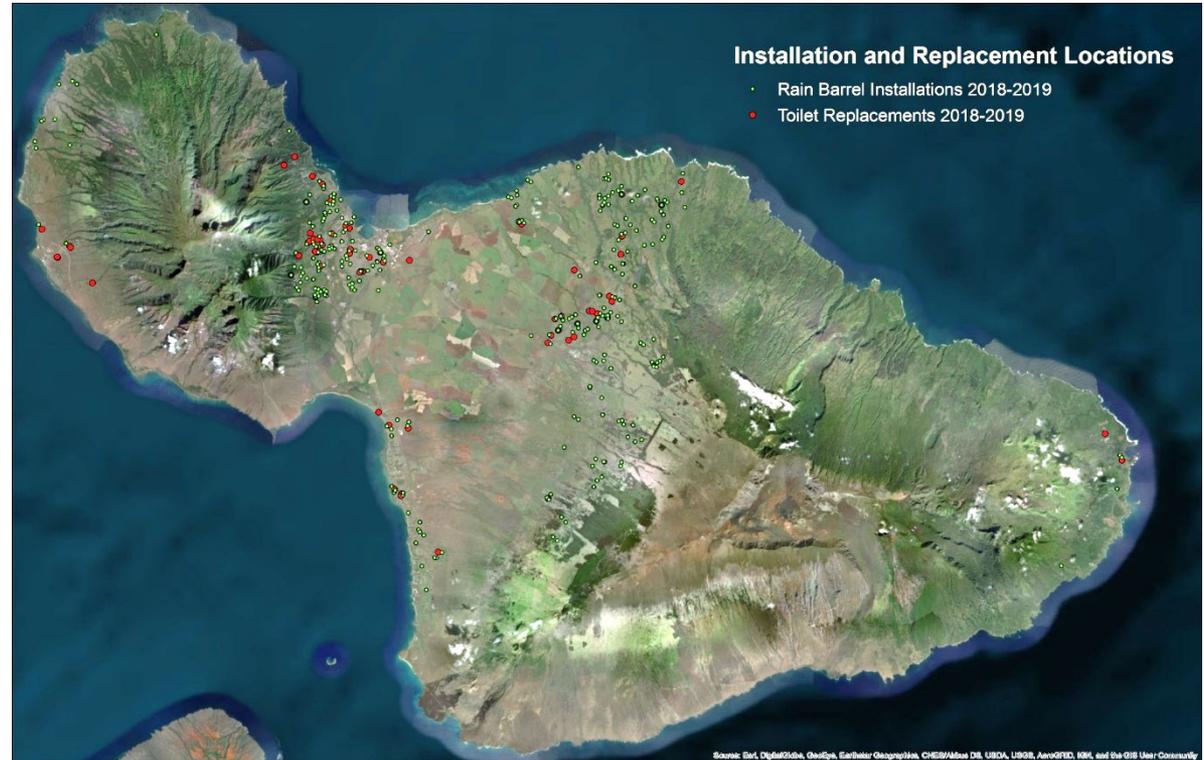
- Toilets and low flow fixtures
- Synthetic turf installation

## Partnerships:

- Ultra low flow showers at county parks
- Greywater systems at county parks

## Public Education and Outreach:

- Xeriscaping and native plants promotion
- School poster contest
- Media advertisements
- Public events, work groups, presentations



# Source Protection Measures

## Regulatory

Wellhead Protection Overlay Zoning District – bill pending

## Public Education and Outreach:

School video contest

Media advertisements

Public events, work groups, presentations

Wellhead Protection Area signage

## Financial incentives:

Cesspool upgrades

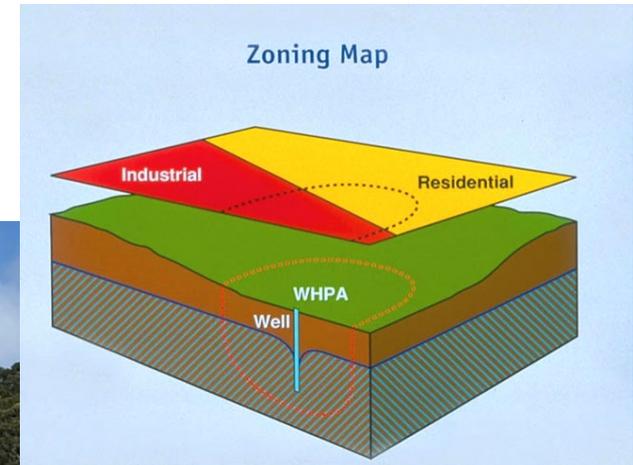
Watershed protection grants

## Stakeholder Partnerships:

Mālama Maui Nui, Maui County Department of Public Works, Agricultural working group, DOH, HRWA

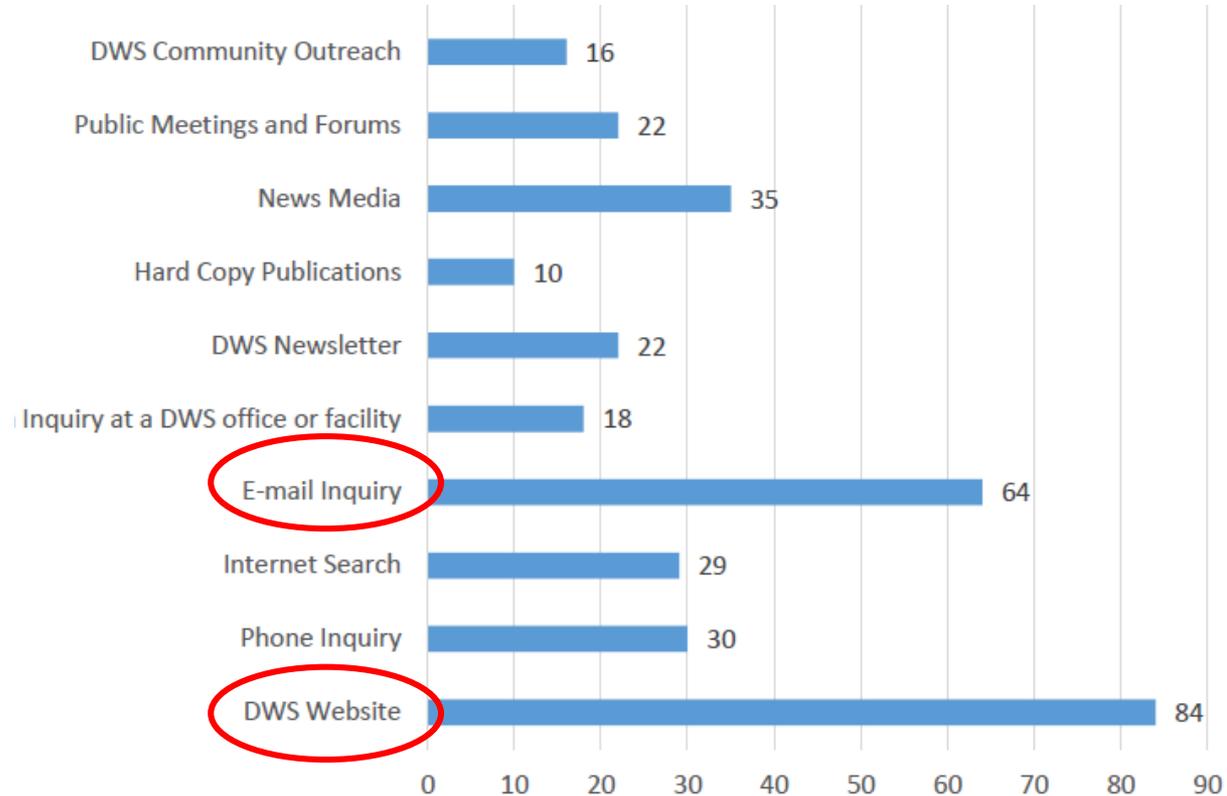
Abandoned vehicle removal

Dumped hazardous waste and materials removal



# Where does my audience get their information?

- Total households with an internet subscription 2017: **86.5%**
- Maui County **facebook** page followers: **13,336**
- Average Paid Circulation of the Maui News
  - 2005: 21,309
  - 2015: **15,200**
- Public preference for information from DWS



# Simplified and Interactive Website

**COUNTY OF MAUI**  
DEPARTMENT OF WATER SUPPLY  
WATER RESOURCES & PLANNING

GOVERNMENT SERVICES

I'm Looking For...

About Us Conservation Water Use & Development Plan Watershed Protection Source Protection

Home > Government

**Government**

- Budget Office**  
Find out about the Budget Office and browse budget documents  
[Budget Office](#)
- Department of the Corporation Counsel**  
Get more information about Corporation Counsel functions.  
[Department of the Corporation Counsel](#)
- Emergency Management Agency**  
Find out about the Civil Defense Emergency Management Agency.  
[Emergency Management Agency](#)
- Environmental Management**  
Learn about waste management in Maui County.  
[Environmental Management](#)
- Finance**  
Browse information about the Finance Department.  
[Finance](#)
- Fire and Public Safety**  
View Fire information including fire prevention, history, and more.  
[Fire and Public Safety](#)
- Housing & Human Concerns**  
Browse Housing & Human Concerns services.  
[Housing & Human Concerns](#)
- Liquor Control**  
Find liquor applications, rules, and more.  
[Liquor Control](#)
- Department of Management**  
Find out about the Energy Management Program and Management.  
[Management](#)
- Parks & Recreation**  
Peruse information on Maui parks.  
[Parks & Recreation](#)
- Personnel Services**  
Find out about Maui County job opportunities.  
[Personnel Services](#)
- Planning Department**  
Get information on Maui planning and development.  
[Planning Department](#)
- Police Department**  
Learn about County crime and safety.  
[Police Department](#)
- Prosecuting Attorney**  
Find out about the various functions of the Prosecuting Attorney.  
[Prosecuting Attorney](#)
- Public Works**  
Find out what departments make up Public Works and what they handle.  
[Public Works](#)
- Department of Transportation**  
Browse transportation services and more.  
[Transportation](#)
- Department of Water Supply**  
Learn about water quality, conservation, and more.  
[Water Department](#)

**Additional Info...**

**Rain Barrel Program Giveaway**

The County of Maui Department of Water Supply is excited to announce its first Rain Barrel Catchment Program.

**Additional Info...**

**Best Management Practices - Business**

Discover the best management practices for your business.

**Additional Info...**

as several other responsibilities.

**Additional Info...**

**Water Treatment Facilities**

Access an overview of the water treatment facilities.

**Additional Info...**

**Conservation** **Watershed Protection** **Water Use & Development Plan** **Source Protection** **About Your Water** **Rules and Regulations**

# Does the message change behavior?

**Really?**

One quart of oil can contaminate 225,000 gallons of drinking water!



Keep onsite storage to a minimum. Use a drip pan. Clean spills quickly with a mop or pad. Properly dispose of oils, antifreeze & chemicals at a recycling center or waste collection site.

For more prevention tips visit [www.water.gov](#) or call 463-3110.

Do what is pono!

Department of Water Supply

## Why not?

- Economic
- Inconvenience
- Priorities
- No crisis

## What changes behavior?

- Social norms/pressure
- Economic incentive
- Perspective
- Easy implementation
- Familiarity/real people

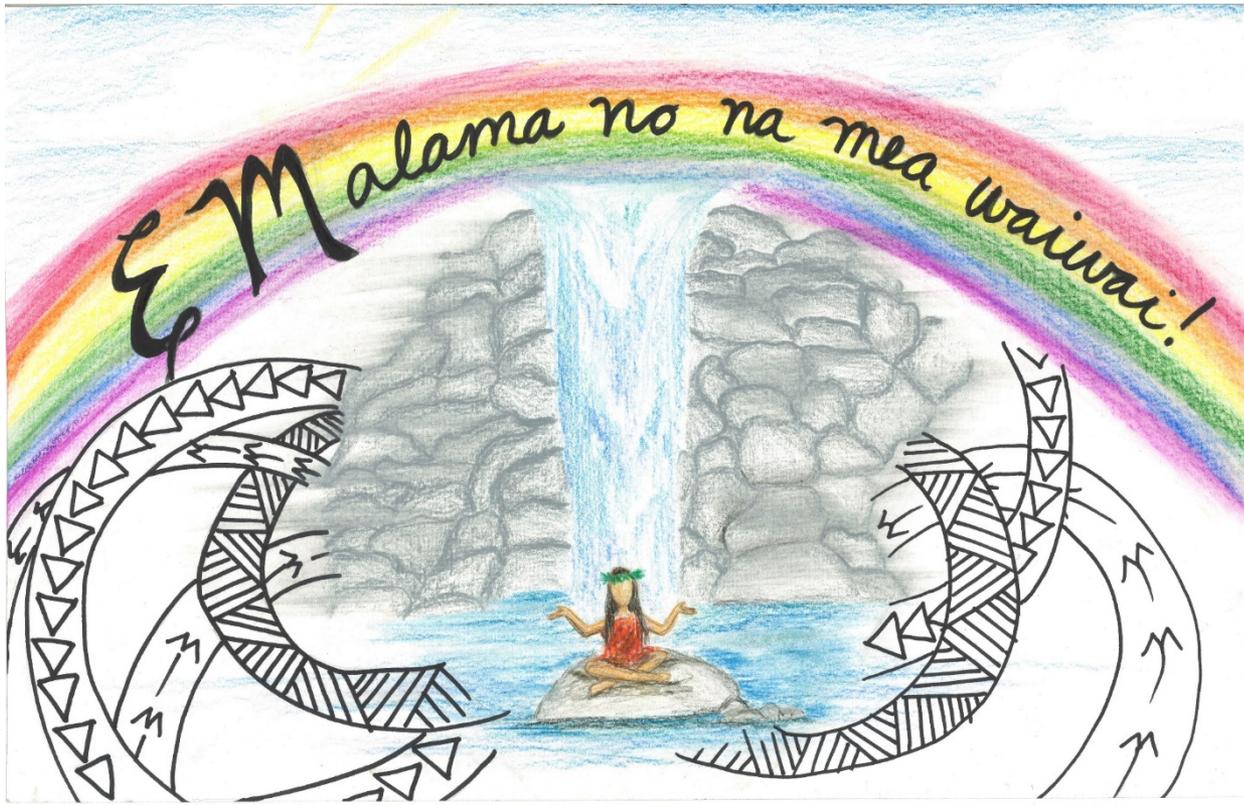
**Really?**

It only takes seconds for a chemical to reach the soil but it can stay for decades in our ground water.



# What else should we do?

- ✓ **Customize:** target outreach to audience needs and interests
- ✓ **Integrated communication strategy:** consistent message in multiple media
- ✓ **Shared effort:** community participation and recognition, real people and places, local values



# Mahalo!

