



# Communicating the Value of Water to Your Customers

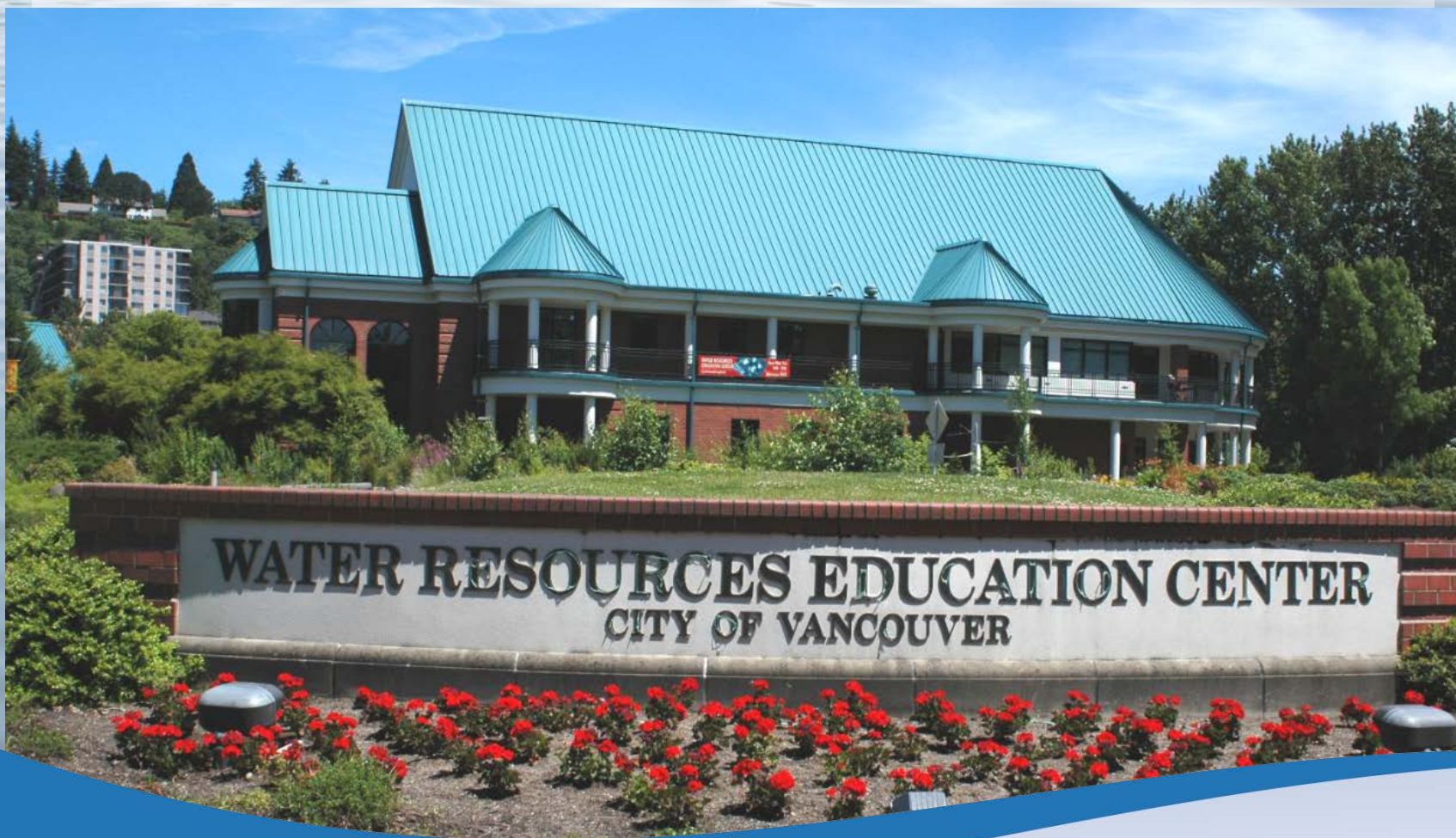
Public Communication Camp

PNWCA

April 11, 2014



# Welcome





# Our Mission

*To teach people of all ages how to care for and make wise decisions about water.*



# How do we achieve our mission?

- Location,  
location,  
location!
- Facility
- Events
- Programs
- Partnerships





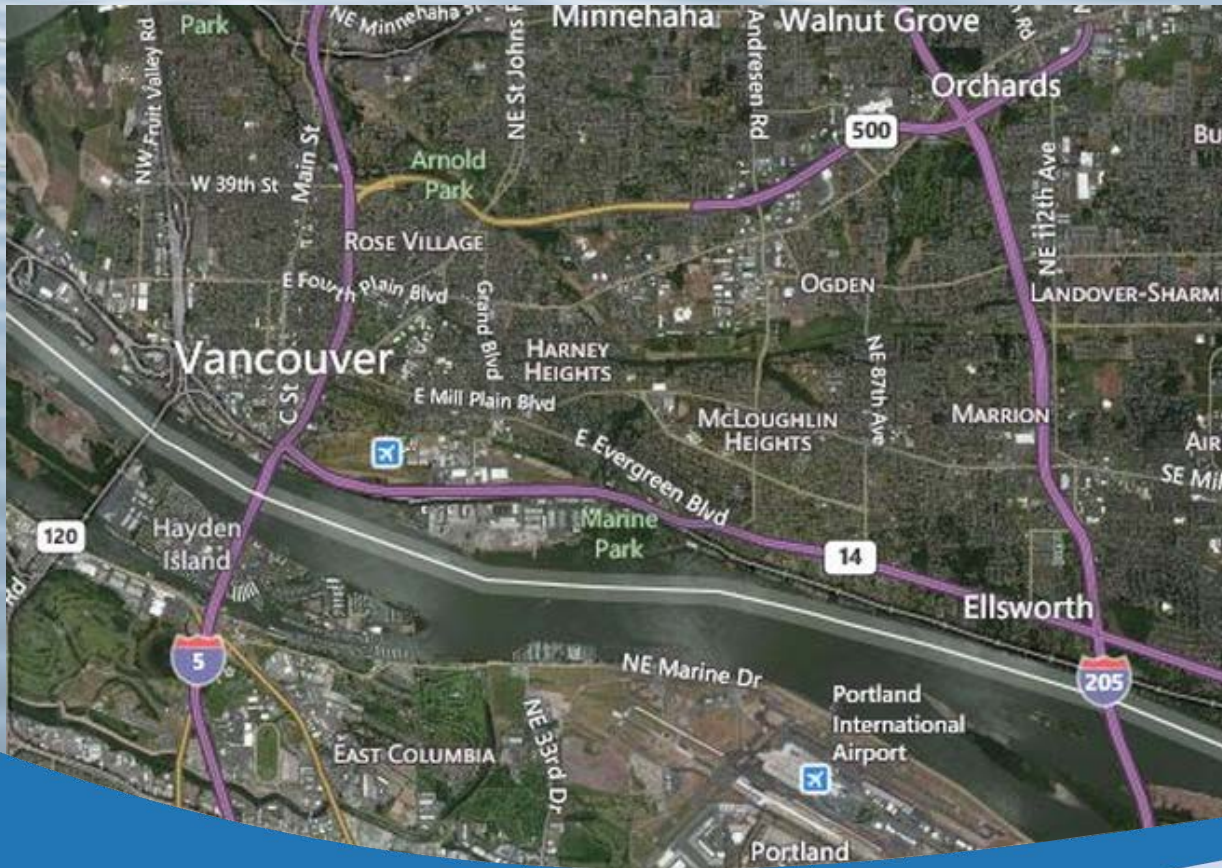
# Location, Location, Location



- Watershed
- We All Live Downstream
- Native species
- History, especially, Lewis and Clark



# Location, Location, Location



- **Historic Floods**
- **Human Impacts**



# Location, Location, Location



- Wetlands
- Engineering
- Water Reclamation Facility



# Facility





## Key Facility Facts:

- **Opening Feb.1996**
- **16,000 Sq. Ft. – Indoors**
- **\$3.5 Million Capital Cost (\$40M Bond)**
- **Annual Operating Budget: \$1.24 M**
- **Staff: 6.5 FTE + interns**





# Facility





# Facility





# Facility





# Events

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- **World Water Day**
- **Critter Count**
- **Sturgeon Festival**
- **Second Saturday**
- **Science in the Park**



# Events





A young boy with dark hair is looking down at a small amount of soil held in his open palm. A woman with blonde hair tied back is leaning in from the right, also looking at the soil. They are outdoors in a natural setting with green plants and a blurred background. The scene is captured in a close-up, profile view.

# School Kids Today are Tomorrow's Rate Payers



# Programs

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- **Watersheds**
- **Properties of Water**
- **Water Cycle**
- **Water Conservation**
- **Aquifers**
- **Waste Water & Storm Water**



# Programs



Salmon Alevin -- Fun!





# Programs





# Programs





# Programs

## Teacher Workshops





# Partnerships

## Community Volunteers

- Water Center Volunteers





# Partnerships





# Partnership



- **Columbia River Watershed Festival**
- **STEM Fest**



# Partnership

## Watershed Monitoring Network

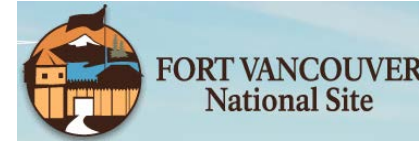
- Local Government Agencies
- School Districts
- WSU Vancouver Science Dept.





# Partnerships

Here are some of our partners:





# Why? Objectives for Future Ratepayers

## Long-term outcomes -

- Knowledge “what utilities do” - understanding that infrastructure & ecosystem services require planning & investment
- Appreciation and respect for outdoor environment
- Action – stewardship & behavioral change





# Why?

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“When you know better you do better”  
– *Maya Angelou*



# Questions/Discussion

