

CASE STUDY: SOUTHWEST FLORIDA

Program Name: Water Matters Restaurant Campaign

Agency Name: Southwest Florida Water Management District

Contact Person: Virginia Sternberger

Contact Information:

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www.WaterMatters.org

Number of Customers: Approximately 50

Program Description:

The Southwest Florida Water Management District's "Water Matters" campaign showcases restaurant specialty items featuring water-saving tips. These materials aid in educating Florida residents and visitors about Florida's water resources. Currently there are almost 50 restaurants participating in the program. These materials are available to restaurants within our 16-county district at no charge. Program components include table tents, coasters, children's activity sheet, stickers, bookmarks, mirror stickers and pins.

Program Beginning: March 2001

Target Audience: Restaurants and cafe's. Program is still in its first year.

Program Cost and Funding:

- **Materials Cost:** \$12,000
- **Staff Time:** 160 hrs
- **Funding Source:** Printing budget

Program Objective/Driving Force: Educate public on water conservation during drought conditions.

Program Type: Community based

What Works Best:

Contact restaurants and chapters of the Florida Restaurant Association individually for participation; use a direct mail piece to solicit participation; schedule photo opportunity for media to report participating restaurants.

What Would Change: Work cooperatively with local governments and utilities to support program.

Evaluation of Effectiveness:

Evaluation in progress. Surveys have been sent to participating restaurants.