

CASE STUDY: ALBUQUERQUE, NEW MEXICO

Program Name: Water Education Program, a component of the Water Resources/Water Conservation Program

Agency Name: City of Albuquerque

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Number of Customers: Water service population of almost 500,000

Program Description:

Our classroom presentations include the following topics: Albuquerque's water cycle, conservation, groundwater protection and Albuquerque's long range water strategy. These topics are presented with hands-on activities using a groundwater flow model. The students and teachers are provided with grade appropriate reading/coloring books developed by our staff, posters related to the materials written by our staff, and videos produced about Albuquerque's water concerns.

Program Beginning: 1994

Target Audience:

The target audience is the Albuquerque schools: elementary, middle schools and high schools. We have information booths at Dia del Rio, Earth Day, Home and Garden Show, teacher workshops and the Children's Water Festival

Program Cost and Funding:

Cost: Approximately \$95,000 per year

Materials: Albuquerque Water Cycle Poster, Lizzie & Harriet *To the Rescue* Protecting Albuquerque's Groundwater reading/coloring book, Lizzie & Harriet Poster, Buster & Bizzmo *To the Rescue* Saving Albuquerque's Water reading/coloring book, Buster & Bizzmo Poster, *Willie & Wilma's Incredible Journey* Albuquerque's Wastewater System reading/coloring book, *Willie & Wilma's Incredible Journey* Albuquerque's Water Supply System reading/coloring book, *Save that Drop Stop that Drip* reading/coloring book, *Slow the Flow* reading/coloring book, *Water is Life* book covers, *Reduce Your Use* decals, *Reduce Your Use* pencils and any new materials related to a new project.

Staff Time: One full-time employee

Funding Source: Water commodity rate revenue

Program Objective/Driving Force:

Council Bill No. R-173, adopting a long-range water conservation strategy for the city of Albuquerque and including a 30- percent usage reduction goal.

Program Type: A community-based program for the classroom

What Works Best:

Materials/reading and coloring books specific to Albuquerque. Hands-on activities; i.e., making mini aquifers or filtering river water in filters the students build. The groundwater flow model demonstration. The live theater productions that are paid for by the city and made available to the schools during a five- to six-week tour each year.

What Would Change: A teacher-training component could be added.

Evaluation of Effectiveness:

Every teacher is asked to complete an evaluation we have developed. The teacher and students complete evaluations on the live theater production.