



## Program Backgrounder

In March of 2000, the Cobb County – Marietta Water Authority first launched waterSmart<sup>SM</sup>, a consumer awareness campaign to encourage water conservation in its service area. waterSmart was initially developed in response to the drought that the metro Atlanta region and the entire State of Georgia were experiencing at the time, as well as to foster an understanding and sensitivity among residents to the limitations of the region’s water supply.

The program has evolved throughout the years to focus on year-round water conservation, with the key objectives being to:

- Reduce outdoor water use by educating metro Atlantans about “state of the science” methods for maintaining healthy, beautiful lawns, while conserving water.
- Encourage long-term changes in consumer attitudes and behavior towards water use – indoors and out.

In developing waterSmart, CCMWA partnered with environmental, landscaping and plumbing experts and industry associations to ensure all messaging and tips were up-to-date and industry approved.

waterSmart’s outdoor message provides helpful tips to homeowners and other gardeners to help them learn how to preserve and maintain healthy landscapes using less water.

Indoor tips are also an important part of waterSmart and have been developed to sustain a year-round conservation message – as well as to help people who live in apartments, town homes and condominiums save water, time and money.

###