

"Sergeant Joe Sunday" He's a water cop, It's what he does!

As part of the Southwest Florida Water Management District's Emergency Order, Pinellas County Utilities (PCU) and the other Tampa Bay utilities were ordered to decrease their per capita consumption of potable water by 5%. Pinellas County Utilities customers are arguably the most informed water consumers in the nation. History indicates that our customers,



once made aware of the issue, will step up to the plate and help reach the 5% goal by adhering to all water use restrictions. To remind our residents of irrigation restriction days and times, violation fines, and free conservation devices, a public awareness and information campaign was implemented.

Six different one-minute water related advertisements have aired featuring the character "Sergeant Joe Sunday". This approach is a spin-off of the 1960's popular television series "Dragnet". "Sergeant Sunday" cruises the streets of Pinellas County in search of water violations, informs the citizens of the new regulations, and offers helpful water saving tips. Over 500 radio spots have recently been purchased, through an advertising agency, on a total of ten local AM and FM radio stations. Tampa Bay area listeners will be hearing "Sergeant Sunday" on the airwaves between May and June 2001. Positive comments, local television news coverage, customer calls, and requests for more of "Sergeant Sunday" have indicated our approach to be an early success.

Visit the Pinellas County Utilities web site at <http://www.utility.co.pinellas.fl.us>. Click to listen to "Sergeant Joe Sunday" give wise water conservation advice...it's what he does!

For more information on water conservation & how you can save water, call the Pinellas County Utilities Communications Dept. at 727/464-3896.

Coming Soon!

In our next issue, look for information on Pinellas County Utilities' **NEW Toilet Rebate Program**

