

Marissa Reale

Homework 11

Memo

To: Philadelphia Water Department

From: Marissa Reale

Date: Thursday, April 20, 2017

Re: Water Conservation App Proposal

This memo includes ideas to develop a mobile app to promote water conservation and environmental awareness for the Philadelphia Water Department. Developing a mobile app is necessary to engage the community. Selecting an app as an effective communication tool will succeed because it will reach a broad range of community members of all ages.

By investing in an app with a focus on water conservation and environmental awareness, the Philadelphia Water Department can engage and interact with community members. The Philadelphia Water Department can utilize the app to focus on key issues which need the community's support. Through app updates, the department can also rotate various initiatives to engage the community.

Specific functions of the app could include:

1. Community members can engage in a competition for how 'environmentally friendly' their habits are. Members can estimate their electrical usage, waste contribution or water consumption and compare it to others in the area. Prizes awarded can include complimentary magazine subscriptions or nominal Visa gift cards.

2. The Philadelphia Water Department can educate children on how to minimize their environmental footprint. Kids can virtually interact with 'Water Saving Heroes' who teach them water conservation habits like turning off the faucet when brushing their teeth. Children in the community will learn how small efforts create a big impact in the environment.

As new initiatives are created, the app interface and content can be updated to reflect new community engagement activities. If you are interested in engaging the community with your key initiatives, please contact me at mreale@temple.edu.