APPENDIX 1:
City of Lincoln Water Conservation Messaging, 2000-2015

Table A1.1 City of Lincoln water conservation messaging.

<table>
<thead>
<tr>
<th>Year</th>
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<td>2013</td>
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<td>2014</td>
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Table A1.1 legend:
0 = no water conservation messages
1 = general endorsement of conservation
2 = official voluntary conservation, following odd-even watering schedules.
3 = mandatory conservation, following odd-even watering schedules

This data is assembled from the City of Lincoln Mayor’s Office online archive of press releases (https://lincoln.ne.gov/CITY/mayor/media/index.htm); press releases are linked below.
Appendix 1 References
City of Lincoln, Mayor’s Office. May 15, 2014. Mayor not recommending water restrictions; residents encouraged to follow good conservation practices. https://lincoln.ne.gov/CITY/mayor/media/2014/051514c.htm
City of Lincoln, Mayor’s Office. July 23, 2013. Mayor urges water conservation; watering restrictions NOT in effect at this time. https://lincoln.ne.gov/CITY/mayor/media/2013/072313a.htm
City of Lincoln, Mayor’s Office. May 16, 2013. Mayor not recommending water restrictions; residents encouraged to follow good conservation practices. https://lincoln.ne.gov/CITY/mayor/media/2013/051613.htm
City of Lincoln, Mayor’s Office. Sep 13, 2012. Water restrictions now voluntary; Mayor to consider pardons for those ticketed for watering violations. https://lincoln.ne.gov/CITY/mayor/media/2012/091312.htm
City of Lincoln, Mayor’s Office. Sep 6, 2012. Mandatory water restrictions remain in effect; City asks for help watering young street trees. https://lincoln.ne.gov/CITY/mayor/media/2012/090612.htm
City of Lincoln, Mayor’s Office. Aug 24, 2012. Mayor urges residents to use less water. https://lincoln.ne.gov/CITY/mayor/media/2012/082412.htm
City of Lincoln, Mayor’s Office. Aug 7, 2006. City to continue voluntary water restrictions; water officials will continue to monitor usage and Platte River flows. https://lincoln.ne.gov/city/mayor/media/2006/080706.htm
City of Lincoln, Mayor’s Office. May 18, 2006. Mayor calls for voluntary water conservation.
https://lincoln.ne.gov/city/mayor/media/2006/051806.htm
https://lincoln.ne.gov/city/mayor/media/2005/071505.htm
City of Lincoln, Mayor’s Office. April 8, 2004. Mayor asks for voluntary water conservation.
https://lincoln.ne.gov/city/mayor/media/2004/040804.htm
City of Lincoln, Mayor’s Office. July 31, 2003. Mayor says continued water conservation is important.
https://lincoln.ne.gov/city/mayor/media/2003/073103.htm
City of Lincoln, Mayor’s Office. April 1, 2003. City begins voluntary water conservation today.
https://lincoln.ne.gov/city/mayor/media/2003/040103.htm
https://lincoln.ne.gov/city/mayor/media/2002/082102.htm
https://lincoln.ne.gov/city/mayor/media/2002/071902.htm
https://lincoln.ne.gov/city/mayor/media/2002/070902.htm
City of Lincoln, Mayor’s Office. July 5, 2002. Mayor institutes voluntary odd-even watering plan; Parks and Recreation Department taking conservation measures.
https://lincoln.ne.gov/city/mayor/media/2002/070502.htm
City of Lincoln, Mayor’s Office. June 25, 2002. Mayor urges citizens to conserve water; citizens asked to voluntarily save water to avoid mandatory measures.
https://lincoln.ne.gov/city/mayor/media/2002/062502.htm
https://lincoln.ne.gov/city/mayor/media/2002/052302.htm
https://lincoln.ne.gov/city/mayor/media/2002/052302.htm
City of Lincoln, Mayor’s Office. September 2000. Lincoln Water System has record year.
https://lincoln.ne.gov/city/mayor/media/2000/092100.htm