

City of Colton Electric Utility

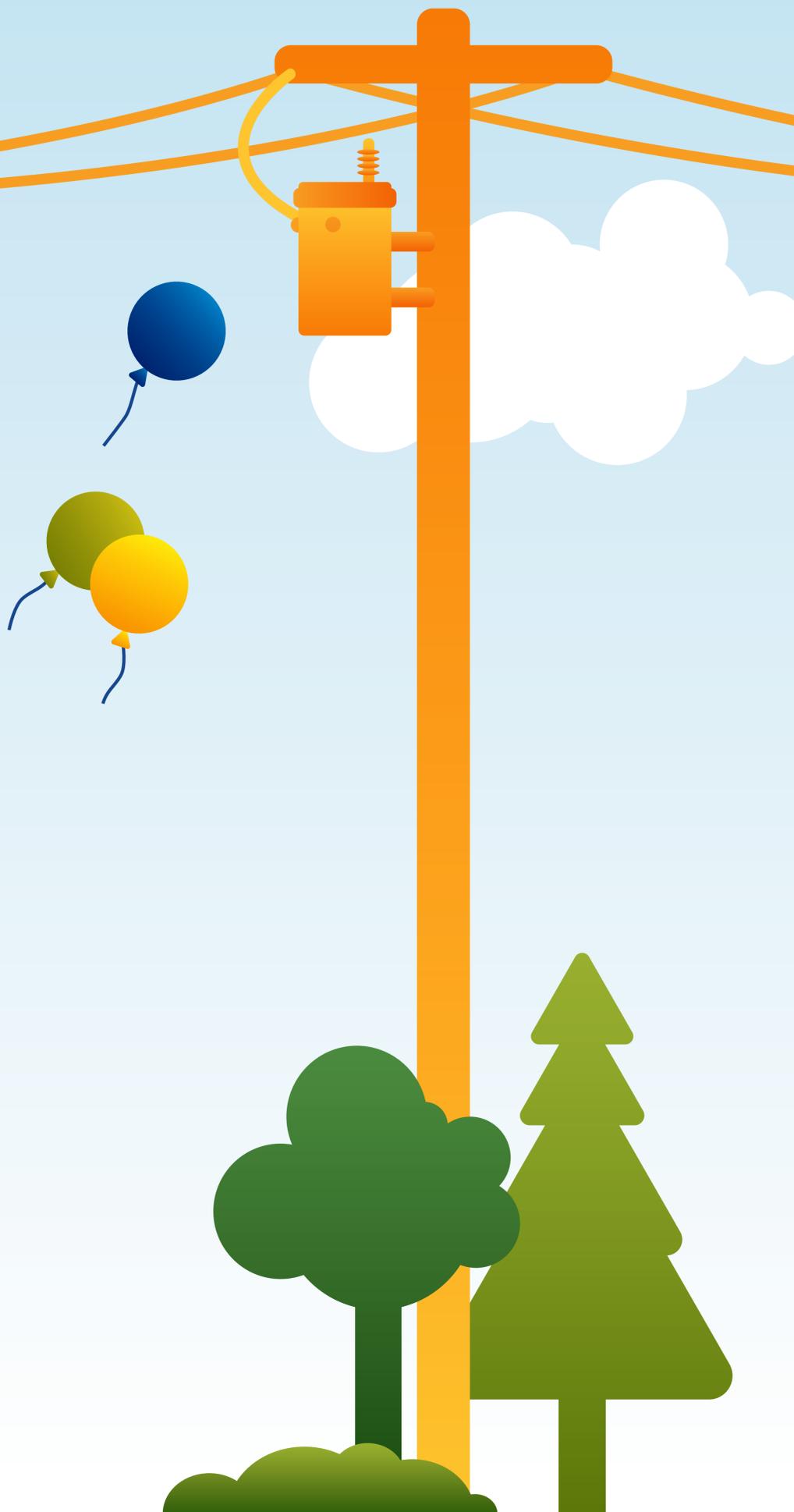
How Colton Deflated their Balloon Problem

1 CHALLENGES

- Colton's residents, retailers, schools, and social organizations are often **unaware of the risks of releasing helium-filled balloons** within the City.
- Helium-filled balloons are readily available for purchase and remain a popular item at celebrations and parties.

2 SOLUTIONS & OPPORTUNITIES

- Institute a marketing campaign to increase public awareness of the hazards of releasing helium-filled balloons.
- Pass new City Ordinance prohibiting the release of helium-filled balloons within the city.



For more information visit
coltononline.com or contact
the following staff:

Jessica Sutorus
Environmental Conservation Supervisor
jsutorus@coltonca.gov • 909-370-5561

Adrienne Rogers
Senior Energy Services Specialist
arogers@coltonca.gov • 909-514-4214

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3 MARKETING

Communication Vehicles

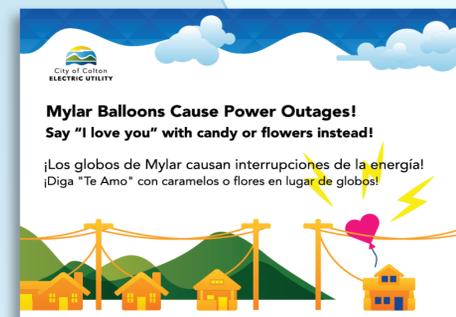
- Social media
- Flyers/handouts
- Posters
- Web content

Messaging

- Explain/illustrate the problem
- Emphasize impact such as power outages and their subsequent effects on things like in-home medical equipment
- Suggest alternatives

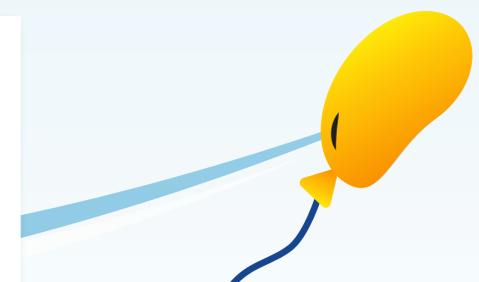
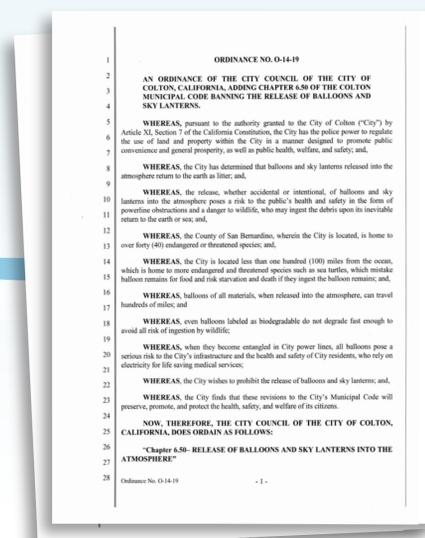
Other Objectives

- Accessible to both English and Spanish speakers



4 RESULTS

Ordinance No. O-14-19 banning the release of balloons and sky lanterns was passed on November 19th, 2019.



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