

AWE Education and Outreach Committee 2023 Work Plan DRAFT

Advocacy and Outreach

- Assist AWE in developing and distributing materials to support advocacy efforts on water efficiency policies, standards and codes.
 - Circulate and sign on to AWE letters of support for water efficiency issues.
- Collaborate with other organizations on projects of mutual interest, including the partnership with EPA WaterSense on quarterly outdoor water webinars, Fix-A-Leak-Week, meetings, etc.
- Coordinate with Water Efficiency Research Committee and WaterSense and Water-Efficient Products Committee leadership to share/solicit input on activities and seek opportunities for collaboration as appropriate, with a dedicated effort to communicate across committees.
- Elevate important efficiency ideas through digital engagement and social media messaging, including sharing AWE member social media posts and links.
- In accordance with AWE's DEIJ Policy, share and increase opportunities for members to participate in efforts to increase awareness and dialogue on DEIJ issues and improve accessibility for underserved communities through webinars, educational resources, communications, and outreach strategies.
 - Specifically, review and provide feedback on AWE research on equity and water affordability, including the new component to the 2022 State Scorecard,
 - review of product donation programs for disadvantaged households,
 - and hold a webinar or roundtable that outlines and shares AWE's DEIJ policy with members.
- Emphasize water efficiency as a key component of climate resiliency plans.
- Create access to member-only shared resources including photos for marketing and program information for members to use in their own communications.

Consumer Education and Public Information

- Assist AWE staff in creating content for consumer audiences and school education programs and promoting existing resources,
 - including the Home Water Works website and calculator
 - and the Learning Landscapes lessons.
- Share ideas and content to collaborate on activities for "Imagine a Day Without Water" and other public awareness campaigns, especially resources that improve accessibility for underserved communities.
 - Including communication with schools in a post-pandemic world.
 - and creating a primer on water efficiency marketing for members that include key KPIs by region.

Member Support and Outreach

- Emphasize and share member-only online tools and resources within AWE's network.
- Emphasize AWE staff's availability to members for technical assistance and other efficiency related inquiries.



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Professional Training

- Assist in selecting webinar topics and creating a webinar schedule for 2023.
- Continue to explore ways to educate newcomers to water efficiency jobs and provide advanced lessons for water efficiency professionals,
 - by promoting AWE's *Introduction to Water Efficiency Training Sessions* by Amy Vickers,
 - regularly sending out committee and committee co-chair's contact information,
 - and regular reminders of AWE resources.
- Advise AWE on how to expand and promote the evaluation and certification of utility programs through services like the G480 Leaderboard.
- Explore components for "Next Generation Water Conservation Plans" that address potential efficiency initiatives to boost water savings once traditional programs have done all they can
 - including coordination of conservation and stormwater management.