



EDUCATION AND OUTREACH COMMITTEE

3-YEAR WORK PLAN

Approved on October 7, 2008

2009 TASKS

OUTREACH – Identify outreach mechanisms to attract new AWE members; work with AWE staff to begin implementation.

EDUCATION AND PUBLIC INFORMATION – Prepare a scope of work and issue an RFP for the design of a water conservation message campaign addressed to consumers.

EDUCATION AND PUBLIC INFORMATION – Prepare a scope of work, issue an RFP, and award contract for the development of a web-based water conservation tool for consumers, in collaboration with partner organizations.

PROFESSIONAL TRAINING – Conduct a training workshop on general or specific water conservation related topics for municipal utility personnel.

2010 TASKS

OUTREACH – Identify outreach mechanisms to retain existing AWE members; work with AWE staff to begin implementation.

OUTREACH – Develop a media packet for AWE members to use in responding to news media questions, focusing on the water savings and other benefits realized from specific water conservation actions

EDUCATION AND PUBLIC INFORMATION – Award contract and complete design of water conservation message campaign; seek funds for implementation.

EDUCATION AND PUBLIC INFORMATION – Complete development of web-based water conservation tool.

PROFESSIONAL TRAINING – Conduct at least two training workshops on general or specific water conservation related topics for professional groups.

2011 TASKS

OUTREACH – Continue and refine outreach mechanisms to attract new AWE members and existing members.

EDUCATION AND PUBLIC INFORMATION – Implement water conservation message campaign.

PROFESSIONAL TRAINING – Prepare scope of work and issue an RFP for the development of a water conservation training module for municipal utility employees.

PROJECT IDEAS

- Consumer Water Conservation Message Campaign (funded by The Home Depot)
- Web-based Water Conservation Tools (funded by The Home Depot)
- Consumer Rebate Programs
- Media Packet for AWE Members
- Water Conservation Training Workshops (Rates and Water Losses)
- Water Conservation Training DVD
- Water Conservation Online Video
- National Geographic Documentary
- National Geographic Magazine Feature