



Alliance for Water Efficiency Education and Outreach Committee Meeting Notes

November 30, 2009

3:00 p.m. Central

CONFERENCE CALL

Melissa Anderson-Cramer,
EnviroMedia Social Marketing
Mel Bromberg, WaterSHED
International, LLC
Joyce Coffee, City of Chicago
Alice Darilek, Chair, PCR Resources
Mary Ann Dickinson, Staff, AWE
Liz Gardener, Vice-Chair, Denver
Water
Jeffrey Hughes, Staff, AWE

Paul Lander, ASLA
Peter Mayer, Aquacraft, Inc.
Ken Mirvis, The Writing Company
Stacy Pandey, Lower Colorado River
Authority
Becky Pearson, Great Lakes Commission
Jeff Ripp, Public Service Commission of
Wisconsin
Phil Robisch, Hunter Industries
Comer Tuck, ZMCAT Enterprises

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Welcome and Introductions

3:00 p.m. the meeting was called to order. Alice Darilek welcomed those on the call. Alice briefly spoke to agenda and the items listed for discussion.

Tracking Tool Workshops

Alice Darilek introduced Liz Gardener. Liz spoke to the recent activities, highlighting the various e-mails sent to AWE members and friends regarding possible location hosting opportunities. Liz noted the following are likely locations:

1. Janet Navy, Partnership for Water Conservation, various locations, WA
2. Cheri Vogel, NM Office of the State Engineer, Albuquerque, NM
3. Jeffrey Ripp, Public Service Commission of Wisconsin, Madison, WI

Furthermore, Liz noted others were still under discussion. Mary Ann Dickinson stated she could do, at most, eight workshops total for 2010. Mary Ann continued, noting that Texas was interested in holding one or two workshops, but that further discussion was necessary.

Discussion was held regarding a possible New Mexico/Colorado location. Mary Ann noted that if there is enough interest, a workshop in each state is doable. A brief discussion was held regarding the possibility of holding a workshop in New York. Mary Ann inquired as to whether or not Warren Liebold provided any reasoning for their initial rejection of hosting a workshop. Discussion continued.

Website Education Section

Alice Darilek introduced Peter Mayer. Peter noted that with the recent receipt of The Home Depot Foundation grant monies, the workgroup has started meeting again to discuss drafting an RFP. Peter noted that if any committee members are interested in joining the workgroup to please let him know.

Joyce Coffee highlighted the need to keep costs in mind when proposing any timelines in the RFP.

Mary Ann Dickinson noted that Peter would serve as project manager in addition to serving as staff for this workgroup. Mary Ann noted that this workgroup and the full committee will have direct input into the drafting of the RFP.

EPA Grant Announcement

Alice Darilek noted that AWE is seeking ideas for possible submittals. Mary Ann Dickinson started the discussion on possible ideas for \$100,000 budgeted water conservation and environmental education program. The following were suggested ideas:

1. Further develop web site with flash animation, moving beyond The Home Depot Foundation current grant parameters.
2. Social-marketing, including blogging or using Twitter to provide Tip of the Day for consumers.
3. High school education program touching on water, energy, and climate.
4. Template media messages for utility use, including national and regional usages.
5. Similar to "Story of Stuff" taking people through the issues surrounding water.

Discussion was held. Ken Mirvis spoke to the competitiveness of the grant. Support was expressed for some sort of real-time water usage meter. A brief discussion was held regarding the development of a curriculum and motivating stakeholders. It was suggested to first look at other examples. Joyce Coffee noted that \$100K is not enough to do a full curriculum. Discussion continued and brought in the topic of public television.

Ken stated he thought two discussions were underway: 1) Regarding a possible submittal in response to the EPA proposal, and 2) Regarding the development of a full curriculum with the inclusion of public television ads.

Alice asked the committee to think about the topic, and send any ideas via e-mail. Mary Ann suggested the e-mails be sent to Alice Darilek, and then a follow-up call could be set-up to take place in the next couple of days. Ken suggested staff draft a rough proposal along the lines of the Story of Stuff, and then distribute it to the committee for comment. Alice Darilek asked that comments be submitted to her via e-mail.

Membership Efforts

Alice Darilek provided an update on the efforts of the membership workgroup. Alice reiterated the discussion held in Las Vegas on October 9, 2009, highlighting the decision that each

committee member would contact three groups (or individuals) regarding their organization becoming a member of AWE.

Alice spoke to the items compiled for use by committee members in their recruitment efforts, and the prior discussion regarding possibly posting such documents to the AWE committee web page for member accessibility. Mary Ann Dickinson questioned the unsecured access of the documents if posted on-line. Discussion was held. It was agreed that staff will post the documents as they see fit, and that staff will alert the committee membership of the route taken.

Alice inquired if any committee members had made progress in contacting three potential members. No updates were made.

Media Proposals

Alice Darilek spoke to the discussion held in Las Vegas on October 9, 2009, and noted the various recent e-mail exchanges with Laurence Budd. Liz Gardener provided an update, inquiring of the proposal's seemingly Los Angeles focus. Mary Ann Dickinson spoke to the PSA(s) stating she understood it to be that they were not meant to be Los Angeles specific. Paul Lander and Liz both commented on the need for the PSA(s) to be general so as to accommodate various markets throughout the U.S. Discussion was held. Script review was discussed.

It was agreed that Alice Darilek and Liz Gardener would contact Laurence Budd and tell him the committee is interested and would like a detailed proposal for further review.

Committee Business

Alice Darilek spoke to the recently scheduled AWE event set to be held on Monday, June 21, 2010 at the Shedd Aquarium. Mary Ann Dickinson provided the few confirmed details known to date. Mary Ann noted that details will be announced as they are finalized.

Alice spoke to the possible confusion of workgroup names. Alice reiterated all are members of the AWE Education & Outreach Committee, and may also take part in one or more of its four workgroups.

Adjournment

Alice Darilek summarized the activities discussed during today's call, noting that Liz Gardener and Mary Ann Dickinson will work on scheduling the tracking tool workshops; Peter Mayer's workgroup will hold a teleconference call next week; Ken Mirvis will write a rough draft EPA grant proposal; Alice Darilek and Alice Miller Keyes will forward membership materials to Jeffrey Hughes; and Alice Darilek and Liz Gardener will follow up with Laurence Budd.

Meeting adjourned at 4:06 p.m.