



## EDUCATION AND OUTREACH COMMITTEE

### GOALS AND OBJECTIVES

*Approved on October 7, 2008*

#### **GOAL #1: OUTREACH**

To assist AWE in initiating outreach efforts to entities and individuals involved in urban water use.

Objective 1 – To identify the various sectors that AWE needs to contact through outreach activities.

Objective 2 – To identify the types of outreach efforts needed to address each sector and make appropriate action recommendations to AWE.

Objective 3 – To assist AWE in implementing action recommendations.

#### **GOAL #2: EDUCATION AND PUBLIC INFORMATION**

To assist AWE in creating comprehensive municipal water conservation education and public information programs for consumers.

Objective 1 – To identify the various sectors AWE needs to reach for education and public information purposes.

Objective 2 – To identify appropriate types of education and public information programs for each sector and make recommendations to AWE for program design and implementation.

Objective 3 – To assist AWE in developing the selected programs.

#### **GOAL #3: PROFESSIONAL TRAINING**

To assist AWE in developing appropriate water conservation training programs for municipal water utility personnel and other professions involved in urban water use.

Objective 1 – To identify the professional sectors to which water conservation training should be directed.

Objective 2 – To identify the types of training programs appropriate for the professional sectors and make recommendations to AWE for program development.

Objective 3 – To assist AWE in providing the selected training programs.