
Attendees:

Georgia Madden
Bobbi Feyerabend
Stew Winchester
Michael Thilgen
Kristin Bowman
Jolene Bertetto
Sundong Kwong
Katie Creighton
Ryan Minahan

Next EOC project and the Customer Pipeline (and general outreach about water conservation)

- I. What is the Pipeline and how can this committee utilize it?
 - A. Bi-monthly newsletter that comes with paper water bills
 - a) Lets customers know where and how EBMUD funds get spent by highlighting certain projects/initiatives/places
 - b) Messaging comes from EBMUD leadership
 - c) 6 total pipelines per year
 - d) Controlled by Public Information Office (PIO)
 - B. I Heart My Garden Photo Challenge will appear in the March/April Pipeline issue
 1. Just in time for Spring!
 - C. The committee asks if the PIO would be willing to feature a sub-committee written water conservation article in Pipeline?
 1. Water Conservation will look into a possible collaboration as a future project for the Education and Outreach Committee (EOC).
 - D. Considerations: How many people get paper bill and how many get paperless bill? This is the ratio we need for sub-committee to target next outreach project.
 - a) EBMUD is encouraging paperless
 - b) Is the Pipeline the best way to communicate?
 - (1) Stew believes that EBMUD is best as a sponsor/silent partner for marketing campaigns rather than primary source.
 - (a) Advertised events and sponsored workshops in the community is where EBMUD is most successful.
 - (b) Perhaps the EOC should organize such an event? At one of the refresher grant gardens?

I Heart My Garden Photo Challenge

- I. Launching March 1 or April 1
 - a. Jolene gave sub-committee members a virtual tour of the website for the Photo Challenge
 - b. Stew asks if we can bring in water use aspect into challenge. Or at least show gallons used on before/after gardens
 - i. Jolene is unsure if this can be done, as many of the before photos are from years ago, but this could be angle for future contests.
 - c. Committee recommends pushing back to May/June pipeline for better photos
 - i. Jolene says the photo challenge is already planned for the March/April pipeline but will run through May, on committee's suggestion.
-

EBMUD water conservation outreach to schools (Jolene's Education Task Force presentation)

- I. Project Water started in the 70's
 - a. EBMUD has long history of sponsoring water conservation outreach in schools
 - i. Workbooks/curriculum, comic books, special events, computer games
 - b. Many of these programs have been phased out over last 15-20 years
- II. Future goals: increase presence in classroom
 - a. Get kids to bring new water conservation knowledge home
 - b. Using tools like the successful BAWSCA kit (showerhead, sprinkler water measuring device, etc.)