

# Employee Education and Awareness Program

## **Achieve employee participation.**

- ❑ Provide background information about the water conservation policy and its implications for agency operations.
- ❑ Initiate your awareness program with a letter directed to each employee from the head of your agency. The letter should describe the established conservation policy, identify the water efficiency coordinator, express full support for the plan, and invite feedback.
- ❑ Continually emphasize the need for *individual responsibility* as part of a team effort to reduce water consumption.
- ❑ Establish a 'water-saving idea box' and encourage employees at all levels to submit ideas. Respond to each suggestion offered.

## **Communicate water conservation awareness.**

- ❑ Incorporate water conservation policy and procedures into training programs.
- ❑ Use office communications (staff meetings, e-mail, newsletters, paycheck stuffers) to transmit ideas, policies, progress reports and achievement announcements.
- ❑ Include financial savings resulting from water conservation programs in progress and achievement announcements.
- ❑ Post water conservation stickers, signs and posters in bathrooms, kitchens, cafeterias, conference rooms and other places where employees congregate.

## **Encourage conservation: establish employee incentives.**

- ❑ Recognize and reward those employees who submit water-saving ideas.
- ❑ Include water consumption measures in employee's job performance reviews.
- ❑ Consider motivating employees by rewarding them with a percentage of the first year's direct savings.
- ❑ Allocate water and sewer costs to each individual department to create responsibility for water efficiency.
- ❑ Organize and promote water conservation competition between divisions or teams.