



Madison Environmental Group, Inc.
25 North Pinckney St., Ste. 310
P.O. Box 1607
Madison, WI 53703
608.280.0800 phone
608.280.8108 fax
enact@madisonenvironmental.com

About Our EnAct Team Leader Package

Welcome and thanks for showing interest in our program and having the initiative to start an EnAct environmental action team. Our orientation will guide you through the first steps to creating a team, and provide you with the resources you need to be successful.

This folder contains helpful materials to get you started. Of course, you can take whatever approach that suits you best. We just ask that you keep us informed and help us collect data by taking our pre- and post-program surveys.

Folder Materials include:

- **Invitation Template for Team Leaders.** This document will help you recruit friends and neighbors for your EnAct team.
- **Team Leader Tips.** After you've formed your team, this document will guide you through the next steps of setting up a kick-off meeting, creating a schedule, and completing the EnAct program together.
- **Meeting Ideas for Your EnAct Team.** Use these meeting ideas to jump-start your own creative ideas.
- **EnAct Team Contact Information and Meeting Sign-up sheets.** These documents should be filled out by potential team members who attend the kick-off meeting.
- **EnAct Pre-Program and Post-Program Surveys.** These are also available on our website at www.enactwi.org in the section called "How EnAct Works".

Thanks for leading a team through EnAct!

We will make every effort to provide the support you need to lead a successful environmental action team. The following is the contact information of the EnAct representative who will guide you from start to end. Your contact person is:

Maria Sadowski
25 N. Pinckney Street, Suite 310
Madison, WI 53703
(608) 204-2888
enact@madisonenvironmental.com



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Invitation Template for Team Leaders: Invite others to join your team

We recommend sending personalized letters, postcards, or e-mails to recruit new team members (see sample below). We can also provide flyers if you would like to post them in your community, place of worship, workplace, etc.

Sample Letter or E-mail to Neighbors:

Dear Neighbor,

I live at (address) and am forming an environmental action team in our neighborhood. I would like to invite you to join us as we take action to reduce our environmental impact. We will be supported by the EnAct program (www.enactwi.org) and together will read the *EnAct: Steps to Greener Living* book, which will provide us with more than 1,000 different actions we can take to live a more sustainable life. If you're interested in conserving energy and water, reducing your waste and carbon emissions, eating healthy and sustainable foods, driving less, and saving money, then please come to our kick-off meeting.

Create a Greener Neighborhood

EnAct Team Kick-off Meeting

Day, Date, Time

Location

Our team will meet regularly in fun and informal settings to learn from each other. We will also work together to help make our neighborhood and our lives more eco-friendly.

Thanks! Hope to meet you at the kick-off.

Kind regards,

Name

Contact information

P.S. For more information on EnAct, visit www.enactwi.org or contact EnAct at (608) 204-2888 or enact@madisonenvironmental.com.

Sample Letter or E-mail to Co-Workers:

Dear Colleagues,

Here at (XYZ Corporation), we have formed a green team to promote environmental action in the workplace and in our personal lives. As part of that effort, we invite you to join us as we take action to reduce our environmental impact and save money at work and at home. We will be supported by the EnAct program (www.enactwi.org) and together will read the *EnAct: Steps to Greener Living* book, which will provide us with more than 1,000 different actions we can take to live a more sustainable life. If you're interested in conserving energy and water, reducing your waste and carbon emissions, eating healthy and sustainable foods, driving less, and saving money, then please come to our kick-off meeting.

Create a Greener (XYZ Corporation)
EnAct Team Kick-off Meeting
Day, Date, Time
Location

Our team will meet regularly in fun and informal settings to learn from each other. We will also work together to help make (XYZ Corporation) and our lives more eco-friendly.

Thanks! Hope to meet you at the kick-off.

The XYZ Green Team
(Members' names and contact info)

P.S. For more information on EnAct, visit www.enactwi.org or contact EnAct at (608) 204-2888 or enact@madisonenvironmental.com.

Sample Letter or E-mail to Congregation Members:

Dear Members of the Congregation,

Here at (ABC Place of Worship), we have formed a green team to promote environmental action in our community and in our personal lives. As part of that effort, we invite you to join us as we take action to reduce our environmental impact and save money in our congregation and in our homes. We will be supported by the EnAct program (www.enactwi.org) and together will read the *EnAct: Steps to Greener Living* book, which will provide us with more than 1,000 different actions we can take to live a more sustainable life. If you're interested in conserving energy and water, reducing your waste and carbon emissions, eating healthy and sustainable foods, driving less, and saving money, then please come to our kick-off meeting.

Create a Greener (ABC Place of Worship)

EnAct Team Kick-off Meeting

Day, Date, Time

Location

Our team will meet regularly in fun and informal settings to learn from each other. We will also work together to help make (ABC Place of Worship), our community, and our lives more eco-friendly.

Thanks! Hope to meet you at the kick-off.

The (ABC Place of Worship Team)
(Members' names and contact info)

P.S. For more information on EnAct, visit www.enactwi.org or contact EnAct at (608) 204-2888 or enact@madisonenvironmental.com.



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Team Leader Tips

Congratulations, you've started an EnAct team. Here are the next steps:

1. Organize a kick-off meeting in your neighborhood, workplace, center of worship, etc. Let us know if you need posters, a blurb for a newsletter, or other information to help you recruit your team.
 - a. Be sure to invite EnAct program staff to come to your team's kick-off meeting. Call or e-mail Maria Sadowski, EnAct Program Manager, at enact@enactwi.org or (608) 204-2888. We are happy to join you if we can!
2. Before the kick-off meeting, print out the Team Contact sheet and Meeting Sign-Up sheet (attached) and bring these to the meeting.
3. At the kick-off meeting:
 - a. Bring the contact sheet to the meeting and ask team members to complete it. Mail or e-mail a copy to EnAct afterwards and each team member will receive a complimentary Conservation Kit in the mail, thanks to our generous sponsors.
 - b. Set a discussion topic schedule and have members volunteer to be a discussion topic facilitator and fill out the Meeting Sign-Up sheet.
 - c. Explain how EnAct works (you can use the *Enact: Steps to Greener Living* book's "Get Started" chapter as a guide). Ask that team members read the relevant chapter before each meeting, and suggest that they begin thinking about which actions they would like to try. The facilitator may choose to do additional research on the topic you will discuss; feel free to contact us for suggestions.
 - d. Remind team members to visit the "How EnAct Works" section of the EnAct website at www.enactwi.org, and download and complete the pre-program survey. Surveys should be mailed or faxed to:
EnAct, 25 N. Pinckney, 3rd Floor, Madison, WI, 53703; fax (608) 280-8108.
A copy of the pre-program survey is attached here.
4. After the kick-off meeting, send a "Welcome to EnAct" e-mail to all your team members; a sample email is below. Copy and paste team contact info and the team schedule into the e-mail, even if the schedule is incomplete. Ask team members to sign up to lead a session by filling in the schedule and sending it back to you.
5. Each meeting can begin with the facilitator briefly reviewing the guiding principles and then opening up the discussion. Team members can explain which actions they would like to try, and ask for assistance or information from the others on your team. At the end of each chapter, each member can write down which actions they will try. You can also ask each other about progress on actions you committed to at the previous meetings.

6. Remember that the Resources section of www.enactwi.org contains a lot of information about the topics you will discuss, and you can always contact EnAct with questions.
7. After you've completed the program, have a potluck or field trip to celebrate! Let us know if you would like an EnAct staff member to join you.
8. Remind team members to return to the "How EnAct Works" section of the EnAct website at www.enactwi.org, and download and complete the post-program survey. Surveys should be mailed or faxed to:
EnAct, 25 N. Pinckney, 3rd Floor, Madison, WI, 53703; fax (608) 280-8108.
A copy of the post-program survey is attached here.
9. When we've received all pre- and post-program surveys, we will provide you with a summary showing individual and team results.

Sample introduction email: Subject: Hello EnAct Team!

1st Paragraph: Welcome and introduction. Provide your own contact information and encourage questions. Remind them how to find the EnAct website: www.enactwi.org.

2nd Paragraph: Let them know about the contact information and topic sign-up sheet included in the e-mail. Ask them to volunteer for topics and remember that you don't have to do the chapters in this order. Inform team members that afterwards, you will compile a complete meeting schedule with discussion leaders.

3rd Paragraph: Remind them to fill out baseline surveys by a certain date, and bring it to the next meeting. They can mail or fax the completed surveys to EnAct at 25 N. Pinckney, 3rd Floor, Madison, WI 53703; the fax number is (608) 280-8108.

Sincerely,
(Your Name, Enact Team Leader)



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Meeting Ideas for Your EnAct Team

EnAct meetings are purposely unstructured because every team should have the freedom to take the approach that works for them. If you're looking for some creative ideas, we're happy to provide the following:

- **The Book Club:** Plain and simple book club format. Assign chapters, read them before the meeting, and then lead a discussion on what you've read. Share ideas or creative environmental solutions, and check-up on what actions everyone has taken thus far.
- **The Eco-Squad:** Action-based team (more so than it is already!). Split up the chapters between members, and gather each week to make a change together. For example: One member takes the "energy" topic and wants to switch to compact fluorescents—she provides the light bulbs, and the team gathers at her house for a light bulb changing party. Another member takes the "food" topic, and hosts a pot-luck at his house, with the team bringing local and sustainable dishes to share and telling food-related stories. Another team member takes the "drive less" topic and arranges to meet at the local bus stop. Team members learn how to read the route schedule and get a bike on and off the bike rack.
- **Going for the Gold:** Form two teams and pit them against each other in a friendly who-can-reduce-the-most competition. This works great in work settings where team-building activities are valuable. Eco-friendly prizes could go to those who reduced the most from their initial numbers, those who have the least impact at the end, or those with the most creative eco-solutions.
- **Field Trips Model:** Missing school field trips? Relive them by taking your teams on topic-related field trips each time you meet to learn something new. There are many organizations out there that would jump at a chance to educate community members on environmental issues. For example, the "save water" topic could involve a couple hours of field work with the Friends of Lake Wingra, cleaning lakes and removing invasive species. Or the "eat well" topic could include a group trip to a community garden or farmers' market.
- **Play to Your Common Ground Approach:** Have a team of mothers and their children? Or a team of knitters? Gourmands? Leverage your common interests and structure meetings around it. Suggest activities that are kid-friendly, knit while you talk, or meet over a shared meal of local or organic foods or drinks.

- **Innovators for Solutions:** Do you have a group of particularly innovative or handy members? Use the meetings as a way to create your own solutions. Help each other build a compost bin during one meeting. At the next, you can start a rain garden, or work on home renovations. If you're feeling really ambitious, we challenge you to build your own solar energy harvester; we don't know how but we will gladly help you with research.
- **Spread the Word:** For a spin on meetings, each member of the team could bring a new person to one EnAct team meeting. Get the word out, and perhaps the living-lightly mantra will spread.
- **Gift Givers Society:** A giving bunch? Or maybe everyone just likes to receive presents. If you have the resources, consider exchanging inexpensive eco-gifts to match the topic of the meeting. Or arrange for everyone to bring in food to donate to a food pantry, or a used gift in good condition and make a donation to your local charity or thrift store.
- **Current Affairs:** Discuss the latest in politics, technology, or the environment as it pertains to the meeting topic. Assign members to find one interesting news article for each topic and send it to the group to read before the meeting. Meet for eco-solutions and be a news junkie in one shot!
- **Blog About It:** If you want to include long-distance friends or family, or if you're simply fond of technology, perhaps blogging (and other online forums and wikis) are for you. Start a blog at Blogspot, LiveJournal, Wordpress, or your preferred blogging provider, and invite your members to write and share what they're doing and their thoughts on sustainability. This could be a fun little add-in to face-to-face meetings.
- **Mathematicians and Scientists:** Some people prefer a more quantitative side of eco-actions and savings, and we encourage you to explore this for yourself! At each meeting, members can share the weight of their garbage from week to week, and see how much they are reducing as they move through the EnAct program. Or, you can take inventory of your households' light bulbs, and calculate just how much energy and money you spend and could potentially save by switching to compact fluorescents.
- **Research Team:** Use your meetings as an opportunity to share consumer information, especially for teams with members interested in renovating their homes or buying new appliances. From best value eco-friendly toilets to non-toxic/recycled insulation to new cars, EnAct can be a good way to find the best deal.

Let us know if you need any more ideas, suggestions, or support. Thought of something brilliant? We'd love for you to share with us!



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EnAct Meeting Sign-Up

TEAM NAME:

Team Start Date:

Meeting Topic	Date	Time	Leader	Location
Kick-off				
Conserve Energy				
Waste Less				
Save Water				
Drive Less				
Eat Well				
Celebrate!				

Return to EnAct office by: _____

Office Use Only Team Number _____
 Survey Entered, date _____
 Incentive letter mailed

Welcome to EnAct!

Please fill out this short survey before your next team meeting. It is important for several reasons:

1. You can compare your habits before and after you learn more about how your choices affect the environment.
2. We can provide a summary of your team's total resource savings at the end of the program.
3. We can total the collective resource savings of all the EnAct teams since the program began in 2003.
4. Sharing the results of your actions encourages continued sponsorship of EnAct.

Your Name: _____

Your Team Name: _____

SOLID WASTE

Please weigh your household's trash each week for **two weeks** before starting the EnAct solid waste unit, and report those **weekly weights**.

	Weight (lbs)
Week 1	
Week 2	
Average	

How to weigh your trash: Stand on a bathroom scale while holding your empty garbage can. Subtract your weight to find the weight of the empty container. Before putting your trash can on the curb at the end of the week, stand on the scale while holding the full container. Subtract your weight and subtract the weight of the empty container to calculate the weight of your waste.

If you do not have a scale, estimate the volume of trash you produce each week:
 _____ % of a standard (33-gallon) trash can or
 _____ standard plastic grocery bags

Do you compost food scraps? Yes No

Do you compost yard materials? Yes No

TRANSPORTATION

Please describe any cars or trucks owned by you or members of your household:

	Make	Year	Model	Miles Driven Per Year	Miles per gallon*	
					City	Highway
Vehicle 1						
Vehicle 2						
Vehicle 3						

Approximately how many **total miles per week on average** do members of your household **travel by car**? (Please add up the miles driven for each vehicle for two weeks and report the average weekly miles along with a total. Reset your odometer's trip timer at the beginning of each week, and record the result a week later.)

***Miles per gallon:** You can look up your fuel efficiency at www.fueleconomy.gov

	Week 1 miles driven	Week 2 miles driven	Average weekly miles driven
Vehicle 1			
Vehicle 2			
Vehicle 3			
Total Car Miles			

Metro Bus Use

Please list household members below, and over the course of two weeks track the number of **ONE-WAY** trips each person makes on a Metro bus per week (or per month). (If the number of trips differs in different seasons, you may list them – e.g. summer 2, fall 4, winter 10, spring 4.)

Household Member	Name (first and last)	Age	ONE-WAY Trips per week			OR	ONE-WAY Trips per month
			Week 1	Week 2	Average		
1							
2							
3							
4							
5							

How far from your house is the nearest Metro bus stop?

- < 1 block
 1-2 blocks
 2-4 blocks
 4-6 blocks
 >6 blocks
 Don't know

ENERGY

Is your clothes dryer:
 Gas
 Electric
 Do not have a dryer

Is your hot water heater:
 Gas
 Electric
 On-demand

At what average temperature do you set your thermostat in winter?

Daytime _____ Nighttime _____

Do you have air conditioning?
 No
 Yes; central air
 Yes; window unit

If yes, when you turn on your air conditioning, at what temperature do you generally set it?

Daytime _____ Nighttime _____

WATER

How many of the following water saving devices are installed in your home?

High performance (low-flow) showerheads _____ out of _____ showers
 Water-efficient (low-flow) toilets _____ out of _____ toilets

Please report numbers of showers and baths, and calculate the average shower times for each household member by tracking shower times over the course of **three days**:

Household Member	Name	Age	Number of showers per week	Daily shower duration (minutes)				Number of baths per week	How full is bath? (½, full, etc.) *
				Day 1	Day 2	Day 3	Average		
1									
2									
3									
4									
5									

* Note: a standard bathtub contains about 40 gallons of water when full.

Household Information

What is your address? _____ Zip: _____

How many people are in your household? _____

How many of these household members are children (younger than 18)? _____

Ages of children: _____

How long have you lived in Dane County? _____

How long have you lived at your current address? _____

How many of your neighbors (within two blocks) do you know? (i.e. you say more than 'hello' to) _____

What type of housing do you live in?

Single family house

Multi-family with six units or fewer

Condominium

Apartment building (more than six units)

Do you rent or own? Rent

Own

Optional (to help us track our target audience):

Please check the space that comes closest to your total household income before taxes.

Under \$8,000

\$40,000 - \$47,999

\$80,000 - \$87,999

\$8,000 - \$15,999

\$48,000 - \$55,999

\$88,000 - \$95,999

\$16,000 - \$23,999

\$56,000 - \$63,999

\$96,000 - \$150,000

\$24,000 - \$31,999

\$64,000 - \$71,999

\$150,000 - \$300,000

\$32,000 - \$39,999

\$72,000 - \$79,999

Over \$300,000

Optional **How much is your monthly rent or mortgage payment (including taxes)?** _____

THANK YOU for completing this survey!

Please return to your team leader or

Mail completed form to:

EnAct

c/o Madison Environmental Group, Inc.

25 N. Pinckney St., Suite 310

Madison, WI 53703

Contact us with any questions at 204-2888

Return to EnAct office by: _____

Office Use Only

Team Number _____
 Survey Entered, date _____

SOLID WASTE RESULTS

Your Name: _____ Today's Date: _____

Your Team Name: _____

Please weigh your household's trash each week for **two weeks** after completing the EnAct solid waste unit, and report those **weekly weights**. If you need instructions on how to weigh your garbage, see the first page of your baseline survey (attached in this packet).

	Weight (lbs)
Week 1	
Week 2	
Average	

If you do not have a scale, please estimate the volume of trash you produce each week:
_____ % of a standard (33-gallon) trash can or _____ standard plastic grocery bags

During EnAct, did you start recycling (or increase your recycling of) any materials?

Yes No

If yes, please list the materials here:

During EnAct, did you start composting (or increase your composting of) any food scraps?

Yes No

During EnAct, did you start composting (or increase your composting of) any yard waste?

Yes No

If yes, please list the materials here:

Please describe any **additional solid waste actions** you and other household members have taken as a result of participating in EnAct:

TRANSPORTATION RESULTS

Since participating in EnAct, approximately how many **total miles per week on average** do members of your household **travel by car**? (Please add up the miles driven for each vehicle for two weeks using your odometer and report the average weekly miles along with a total.)

	Model	Week 1 miles driven	Week 2 miles driven	Average weekly miles driven
Vehicle 1				
Vehicle 2				
Vehicle 3				
Total Car Miles				

Since participating in EnAct, have you sold or purchased any cars (or trucks, vans, or SUVs)?

Yes No

If yes, please describe: _____

Since participating in EnAct, have you gotten rid of any gasoline-powered vehicles or machines (such as a lawnmower, snow blower, moped, jet ski, etc.)?

Yes No

If yes, please describe: _____

Metro Bus Use

Please list household members below, and over the course of two weeks track the number of **ONE-WAY** trips each person makes on a Metro bus per week (or per month) **since participating in EnAct**. (If the number of trips differs in different seasons, you may list them – e.g. summer 2, fall 4, winter 10, spring 4.)

Household Member	Name (first and last)	Age	ONE-WAY Trips per week			OR	ONE-WAY Trips per month
			Week 1	Week 2	Average		
1							
2							
3							
4							
5							

Please describe any **additional transportation actions** you and other household members have taken as a result of participating in EnAct:

ENERGY RESULTS

During EnAct, did you replace any incandescent or halogen light bulbs with compact fluorescents?
 Yes No Number of incandescent bulbs replaced: _____
 Number of halogen bulbs replaced: _____

Did you replace appliances or electronic equipment with **ENERGY STAR®** or other highly efficient models?
 Yes No If yes, please describe: _____

During EnAct, did you **weatherstrip** any windows or doors in your home? Yes No
 If yes, approximately what percentage of your house did you weatherstrip? _____%

Did you **add insulation** anywhere in your house during the EnAct program? Yes No
 If yes: Where did you add it? (list all locations) _____
 How much did you add? (give R-value or number of inches) _____

Did you lower the temperature of your **thermostat** in the winter during EnAct? Yes No
 If yes, at what average temperature do you now set it? Daytime _____ Nighttime _____

Did you increase the temperature of your **air conditioning** in the summer? Yes No
 If yes, at what average temperature do you now set it? Daytime _____ Nighttime _____

During EnAct, did you reduce your household's use of the washing machine or dryer? Yes No
 If yes: How many **washing machine** loads did you reduce per week? _____
 How many **dryer** loads did you reduce per week? _____

For each of the following actions, please indicate whether your household was **already** taking the action before EnAct, **initiated** it during EnAct, **increased** it during EnAct, or **intend** to take it soon:

Action	Took action pre-EnAct	Initiated during EnAct	Increased during EnAct	Intend to do soon
Install and use a programmable thermostat				
Install dimmers on incandescent lights (<i>If yes: How many? _____</i>)				
Sign up for Wind Power				
Turn computer and monitor off (<i>If yes: Number of hours per day _____</i>)				
Replace gas-powered lawn mower with rotary or electric mower				

Please describe any **additional actions** you and other household members have taken to conserve energy as a result of participating in EnAct:

WATER RESULTS

During EnAct, how many of each of the following did you install in your home?

- High performance (low-flow) showerheads _____
- Faucet aerators _____
- Water-efficient (low-flow) toilets _____
- Rain barrels _____

Since participating in EnAct, please report numbers of showers and baths, and calculate the average shower times for each household member by tracking shower times over the course of **three days**:

Household Member	Name	Age	Number of showers per week	Daily shower duration (minutes)				Number of baths per week	How full is bath? (½, full, etc.)
				Day 1	Day 2	Day 3	Average		
1									
2									
3									
4									
5									

During EnAct, did you repair any leaking toilets?

- Yes No If yes, how many? _____

During EnAct, did you repair any leaking faucets or other leaks in your home's water system?

- Yes No If yes, how many? _____

For each of the following actions, please indicate whether your household was **already** taking the action before EnAct, **initiated** it during EnAct, **increased** it during EnAct, or **intend** to take it soon.

Action	Took action pre-EnAct	Initiated during EnAct	Increased during EnAct	Intend to do soon
Turn off tap while washing dishes				
Turn off tap water while brushing teeth, washing hands, shaving, etc.				
Put 2-liter plastic bottles in toilet tank. (If yes: How many? ____)				
Do not flush toilet every time (If yes: Number of people: ____)				
Reduce hose use in garden (If yes: Number of minutes reduced: ____)				

Please describe any **additional actions** you and other household members have taken to conserve water or protect water quality as a result of participating in EnAct:

THANK YOU for participating in EnAct!