



Education Working Group
Meeting Notes
Tuesday, July 21, 2015
9:00AM – 11:00 AM
CWSD Conference Room

Present:

Daniel Anderson, Carson City Weed Coalition
Linda Conlin, River Wranglers
Brenda Hunt, CWSD
Toni Leffler, CWSD
Nicole Lutkemuller, Alpine Watershed Group (AWG)
Mary Kay Wagner, NV Div. of Environmental Protection (NDEP)
Courtney Walker, CWSD

1. Welcome and Introductions

2. Watershed Literacy Grant Updates (60 min.)

a. Watershed-Literacy Survey Activity - presentation and discussion on survey results

(Brenda/Courtney) – Brenda gave a PowerPoint presentation about the survey. CWSD received a 152-page report, including many pages of graphs. She explained that the chosen survey company, Responsive Management, has been doing surveys for about 25 years and specialize in resource management. They use the same type of methodology as that used to predict the Presidency. Out of 1,800 telephone calls they collected 846 full survey responses from a variety of different people, with a sampling error of 3.36% and a 95% data accuracy. Therefore, the information received can be translated into the population as a whole. The demographics included the entire watershed. The following are the survey results in general:

Regarding environmental values, 62% said the health of the watershed is a water-related issue. Cross tabulations of those who were in the 62%, showed that the largest numbers of those who answered lived in Churchill County, had a bachelor's degree, were Hispanic or Latino, and/or were female.

On Q27, "When water is flowing or draining from your property, such as storm or rain water, where does it ultimately drain or go to?" The most respondents think it is absorbed into the ground, and only 9% thought it went to the Carson River.

9% of all respondents named the Carson River without prompting, and another 3% named the Carson River when prompted to specify a water body. The vast majority (87%) did not specify a water body or gave a response not related to a water body.

On Q35, regarding the source of water, 49% of the respondents believe it is groundwater/well water. Brenda wants a cross tabulation for the source of water across demographics.

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On Q41, showed that 69% of respondents know a little or nothing at all about watersheds. A cross tabulation showed that those with a bachelor's degree, lived in Douglas County, of median age (52) or older, lived in Churchill County, male, white or Caucasian and/or lived in the area for more than 15 years were the highest. On Q43, 62% of respondents don't know that they live in a watershed. Brenda is requesting a cross tabulation with demographics.

Regarding the health of the Carson River, 38% believe it's very healthy or somewhat healthy and 42% believe it is somewhat unhealthy or very unhealthy. Of those who think it's healthy, most are younger, live in Churchill County, Douglas County, are white or Caucasian, and/or have a higher education. Of the 45% who believe it is very important to them (rated a 10), a cross tabulation showed them to be 52 or older, female, white/Caucasian, higher education, and/or living in Douglas County.

On Q51, almost 70% don't think they affect the health of the Carson River Watershed's environment.

On Q54, the most important issues that negatively affect the health of the Carson River and its watershed included pollution, drought, and lack of water in the river (66%).

On Q58-67, ratings of importance of each environmental health issue ranged high. It's interesting that on Q70, all the respondents believe that pollution is human caused even though in an earlier question they felt they did not contribute to pollution. Even though people don't think they impact the watershed, answers to Q73 show that 76% were able to name an action to improve the watershed and 85% of those believed that they are currently taking the action. Of those who are taking action, the highest percentage were Hispanic/Latino, bachelor's degree or higher, female, lives in Churchill County, lived here less than 15 years, or are younger than 52 years old.

On Q86-126, of the actions taken in the past 5 years, the majority picked up their pet's waste (among pet owners), cleaned their watercraft or waders to avoid spreading aquatic invasive species (among boat owners), modified outdoor irrigation to reduce water use (among those who own a yard or lawn), and/or replaced any major appliances or water fixtures with ones that reduce water use.

On Q128, 82% felt there was nothing preventing them from personally taking action to improve the health of the Carson River and the watershed's environment. It was determined that most people get their information from the newspapers (36%), TV (22%), websites (19%), suggesting that people want their information to come to them instead of seeking it out. Brenda asked for more demographics about this question to be able to provide information in the form which will reach people.

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On Q136, 7% responded that they got their information from local government, CWSD, etc.

On Q146, races/ethnic backgrounds were 82% white/Caucasian and 10% Hispanic or Latino. Respondents' ages on Q148 reflected the median age of 52, with more 65 and older willing to take the survey. The median age would be slightly skewed considering it was a requirement that the respondent be over 18. On, Q155, as described by the interviewer and not asked directly, showed almost even male/female respondents.

Action: Brenda will send out the results report to the Education WG and broader partners and ask if there are any other cross tabulations which should be done, with a deadline of August 11 for responses. She and Courtney will meet with Mary Kay on Thurs, Aug. 13, 2:30-4:30p to go into more depth about the survey results. Mary Kay will book a room at NDEP.

Inferences from the survey: residents care and love the area deeply but there is a disconnect between that and how to act.

Next steps: Continue to analyze and cross tabulate the results with the Education WG. Conduct ethnographic research regarding our Hispanic/Latino population (to be done by the NAU intern). Tweak our Watershed-Literacy Action Plan accordingly. Determine focused actions based on the results. Mary Kay suggested a couple of working sessions to dissect interpretation of the survey to determine how to keep the content of messages simple but interesting. Target what we are going to do before determining specific actions.

- b. **Map Reprint Reveal (Courtney)** – The group went over the changes in the map reprint. The desire is to distribute the remaining box of the old maps before beginning a mass distribution of the new ones.
- c. **Children's Museum - select next project (Linda/Brenda)** – Linda worked with her husband, Bill, on the turbidity project and put little fishes in the bottles and plumber's tape around the top to prevent children from opening the bottles. Linda looked online for a good explanation of turbidity description for kids: Turbidity measures how clear water is or isn't. Turbid water means there is a lot of silt or dirt. **Action:** Linda will talk with Lu at the Children's Museum for suggestions of use for the turbidity bottle project.

Mary Kay suggested using the "Discover the Waters of Lake Tahoe" booklet as an example and to stay with the word "clarity" more than calling it "turbidity" which is an unfamiliar term with which to relate.

Next project: We have about \$1,000 left for projects. **Action:** Linda will ask Lu what the most pressing thing is that she would like to see there. We would like more assistance with the actual display instead of just buying things. **Action:** Mary Kay and Linda will go to the

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Discovery Museum in Reno again. Since they are moving more towards a science museum they may have exhibit pieces they would be willing to pass along. Perhaps we could do a dry watershed model. We need inexpensive projects which just take time and materials and are basically indestructible.

3. Organization/Content Education and Outreach webpage workshop (20 min.) (Brenda/Courtney)

a. Determine content to add (education programs, lesson plans, contacts, links, etc.) – Mary Kay said she believes that the current lesson plans are still useful but may need updating. She suggested that maybe a stipend could be provided to an educator to do a review of them. Email educators who have participated in workshops throughout the watershed requesting that they provide their expertise. Mary Kay requested a brainstorming session to look at the survey and how to interpret and apply it with a plan for action. The website needs to talk about River Wrangler programs. Courtney reported that the information from the back of the old map has been put on the website. We are looking for contributions to these pages. Action: Mary Kay volunteered to participate the entire day on Sept. 26, 2015, 8:30a-4:30p to help with the Explore Your Watershed Workshop at TNC's River Fork Ranch.

Brenda showed the CWSD website. We need to focus on the Outreach and Education page. List projects, links/logo buttons to partners and in-depth education page, Project WET, list regular events, Face book pages for State Parks, Ft. Churchill, CC Weed Coalition, AWG, River Wranglers, etc.

Watershed map lesson plans: link to Project WET, Project WILD, Learning Tree, Leave No Trace. Action: Linda will work with Karen Stafford to align with NACCS. Lou Loftin and Ryan Cosby with Northwest Regional Professional Development Program might review. Sue Moreda might be willing to review. John Cobourn's lesson plan and the River Wrangler lesson plan are valuable for assessment.

Action: Linda will contact teachers who might be interested and beneficial to them.

4. Environmental Education Program Planning (10 min.) (Linda) –

a. New River Wranglers Environmental Educator, Jordan Volk – Jordan is a senior at UNR in Environmental Studies and works part-time at Costco. He could not attend the meeting today but looks forward to being involved in the future.

b. Contacts/connections to clubs and service groups - Linda will be giving an overview presentation on River Wranglers to the Kiwanis Club in Minden. On Thurs., 7/23/15, 3-6p, she will be at the Dayton Farmer's Market at Community Roots, focusing on birds and NPS pollution. She will be at the Carson City Farmer's Market on Sat., 7/25/15, and also expects to have a presence at Nevada State Fair on Sat., 7/25/15.

5. Ethnographic Research Intern (10 min.) –

- a. Update from Melissa Shaw Granat on project** – Melissa explained that she is a graduate student at Northern Arizona University working on a degree in Cultural Anthropology. She is following up on the telephone survey using the Rapid Assessment Response Evaluation (RARE) method which goes into a community with a group of people for three types of contacts: intercept surveys, focus groups, and one-on-one interviews. CWSD wanted to focus on the Hispanic/Latino community in the watershed. Melissa has held two focus groups, has connected with 30 people with intercept surveys, and has conducted five one-on-one interviews with cultural experts. They are asking questions like: "The survey says that water is one of the highest environmental issues. Do you agree with that? Where do you get your information? Is it valuable to have things translated? If it is translated, is it okay that if you call the office, someone does not speak Spanish?" Those who have been surveyed responded that they would really like a Spanish version and suggested an informational session after the Catholic Church service in Gardnerville. They also suggested that we ask someone from the Hispanic Center to translate if there are questions. This is a good template to use with the Native American population also.

Actions: Mary Kay will work with CWSD staff to get focus groups happening to reach specialized groups. Nicole noted that the Woodfords Washoe community would be open. MK and Courtney will work on getting a focus group going next week.

6. Brief Announcements/Two Minute Updates - This item was postponed to allow time for other discussion.

- a. Monarch Butterfly Workshop Update (Duane) –**
- b. Teacher Workshop at NWRA Conference (Mary Kay) - June 16-17, 2015 –**
- c. Alpine Watershed Group announcements –**
- d. Oodles of Noodles and other community events (Linda)**
- e. CRC Main Meeting (Brenda) – Brenda**

7. Other Items (5 min.) –None.

8. Set date for next meeting – Next EWG meeting on Wed., August 26, 2015, 9:00-11:00 a.m.