

4-26-16 CRC Environmental Education Round Table Notes

(see attached Roundtable Schedule)

Welcome, Purpose and Overview of the Day - Brenda Hunt

Presentation of the 2015 Wendell McCurry Excellence in Water Quality Award - Dave Emme, NDEP Administrator, and Jennifer Carr, NDEP Deputy Administrator awarded the 2015 Wendell McCurry award to Sue Jacox, founder of the Great Basin Outdoor School.

Introductions/Participant Survey:

Steve Lewis asked for each participant to introduce themselves and tell what their favorite thing about the Carson River watershed is. Responses included:

- Diverse recreational opportunities
- Quality drinking water
- Flora and fauna
- Watershed-wide cooperation
- Floodplain preservation
- Diversity
- Hot springs
- Accessibility to the river
- Bus tour

Introduction to the Watershed-Literacy Program – Brenda Hunt

Presentation on Watershed-Literacy Survey and Draft Communication Plan – Mark Duda

Mr. Duda explained the methodology of survey taking – called cell and landlines – eliminated businesses, answering machines, and younger kids – included Spanish-speakers (see attached PowerPoint presentation, data sheet, and survey form)

Section 1: Watershed Literacy Survey of CR Watershed Residents – talked to residents about:

- Environmental values
- Knowledge of watersheds
- Health of the Carson River watershed
- Activities that affect watershed conservation
- Sources of information
- Demographics

Lunch from The Tamale Lady was served.

Networking/water model demonstrations

Workshop: Top 5 target areas - Steve, Mark, and Brenda

Breakout session #1:

Environmental messaging topics – message topics most needed to improve our watershed:

Suggestions offered:

- Everything is connected
- The CR Watershed: A Lifeline Connecting our Communities
- What's in your drinking water?
- Piggy back on Take Care of Tahoe Campaign
- Floods can happen anywhere
- Two campaigns: Living With Water. Living Without Water.
- Carson Clear Water Revival
- What goes down your drain?
- Water – just know it.
- Thirsty? You're drinking your watershed.
- Do you know your watershed?
- Your watershed; your future.
- Reconnect to the river.
- Connect to your water.
- Water is precious. Use it efficiently.
- Give rivers room to roam and flood their floodplains!
- Connect to our lifeline in the desert.
- Helping our watershed - CWSD.
- Do your part, don't waste water.
- It's your water!
- Protection, education & involvement – the new way to a healthy, wealthy watershed.
- Water you want?
- Your water. Where does it come from? Where does it go?
- Dog poop: Would you drink it?
- Healthy water (or watershed) = healthy life.
- No floodplains = more flooding.
- The Carson River, you're connected.
- Water it matters – it's all about the Carson.
- Your water. Can you drink it? Carson River Watershed.

- A watershed cannot be bottled.
- Your home. Your water. Your Nevada.
- Home means the Carson River.
- Every drop matters. Help protect your local water.
- Floodplains free forever!
- Your watershed ...are you connected?
- Floodplains are for floods.
- A healthy watershed starts with us.
- No watershed; no water.

Most popular suggestions:

- Where does your water shed?
- Got Water? It's what's on tap.
- The Carson (River) flows through us.
- Only rain in the storm drain.
- Water doesn't come from a faucet.
- Your water. Where does it come from? Where does it go?
- Give a shit! Commit to a clean, healthy watershed.
- Nevada Floods: Are you prepared?
- You're only as healthy as your watershed.
- Open floodplains save lives.
- You are what you drink. Protect the Carson (River Watershed).
- Five out of five water experts (scientists?) recommend protecting the Carson River/Watershed.

What's missing: Other message topics

- Coordination efforts in land management
- Use "basin", "river", "catchment", "drainage" instead of "watershed."
- Environment in water rights equation
- Illegal dumping
- Climate change
- Drought
- Fuels reduction
- Recreation
- Fisheries issues
- Habitat diversity
- Efficient water use
- Nevada Floods - Are you prepared?

- Riparian benefits and function
- Where does water flow - run - used for?

Breakout session #2:

Overarching theme language:

- Tahoe: Take Care Tahoe. If it's your dog, then it's your doody. There's a better spot to hide your garbage – your trash can.
- Indiana: Clear Choices, Clean Water – subthemes “Your pet poo choices are connected to clean water.”
- EPA Water Sense campaigns: something for every week in the year, like “Fix a Leak Week.”
- Don't barter with our water.
- Acronym that will spell out WATER: examples: "Watersheds Are The Existence of Rivers" or "We Are The best River.”
- The Carson River: our water, our life.
- Cool, clear, clean Carson.
- How far would you go to keep your water clean?
- Carson cares, keep it clean.
- Keep it clean.
- The Carson River: Our lifeline in the desert.
- Carson Clear Water Revival
- Our river, our lifeline.
- Your water; your life.
- Carson River Watershed: A lifeline connecting our communities.
- Clean water; healthy foods.
- Do your part for a clean, clear Carson.
- Care for the Carson.
- What's in your water, Nevada?
- Carson River Coalition
- It's your water, Nevada.
- Protect your watershed; protect your future.
- You're 98% Carson River.
- Your health, your river.
- Flow free, live well.
- Even when you're in bed, you're in a watershed.
- Your watershed, your health.
- Your water, your choice.

- Keep it clean.
- Know the flow.

Most popular:

- Use your head in a watershed.
- One water - one watershed.
- Our river, our responsibility.
- Use your brain...it's more than rain.
- Only you can prevent dirty water.
- Find your river connection.
- Our water reflects our choices.
- Our river reflects our choices.
- The water reflects your choices.
- Think outside the river.

Where do we go from here?

Next steps:

- Bring these results to the Education Working Group.
- Bring these results back to the CRC.
- Obtain funding.
- Look at other national campaigns we can piggyback on.
- Willingness for each of you to fill out program data sheets. All data will be pooled and sent back to use in your funding efforts.
- Heath map (Community Foundation of Western Nevada) which identifies who is serving what areas and topics to determine gaps.
- Army Corps of Engineers funding.
- Reach out to others not participating yet - everyone reach out.

How are these message topics not right for youth?

- Younger audiences are more empathetic - use animals/habitat as a hook.
- Identified messages geared toward adults. For youth messages need to be not so much geared to homeowners.
- Need diagrams for kids - where does water come from/go?
- Choose 5 or so topics.

Thoughts on next steps:

- Rachel Orellana – working collaboratively to get funding pools – upcoming opportunity request for proposals next week – ACOE growing pot of money to empower funding your ideas like floodplain mgmt. plans – public engagement and involvement to hear what public would like to have done regarding the floodplain – Flood Risk Awareness video – support FEMA remapping – ACOE resources to help get our project done - \$3-6 million regionally, \$15-60 million nationwide – priority given to shared responsibility, floodplain mgmt. plan – call for proposals next week, collecting ideas, work with Bunny to decide which way to go, ACOE make a proposal.
- Lynn Zonge – how to get information to other environmental educators. – Brenda encouraged everyone to talk with co-workers and others. BLM, USFS. Welcome ideas how to bring folks into involvement.
- Sarah Green – use national, state or regional examples to tag onto. Brenda - We have to consider costs of campaign.
- Survey monkey evaluation of this event. Is your organization willing to be part of a healthy watershed campaign and disseminate messages as they are determined? Unanimous show of hands.
- Linda Conlin – EWG open to anyone who would like to attend. Monthly for 2 hours. Brenda will Doodle poll next EWG meeting date.
- Mary Kay Wagner – each reach out to players/partners to invite them to engage in this process. Many water users, lots of needs and demands for the water system, but only one water resource.
- Steve Lewis – sense of campaign effort has come to this point – results of survey leads us to the next stage – next 10 topics – message phrases – identified some topics which have not been identified – difference between adult and youth audiences – overarching theme/tag line – next steps for next phase.

Final evaluation - Steve Lewis

Closing comments - Brenda Hunt

Brenda will set up a Survey Monkey in the next few days. Thank you to Education Working Group members, Steve Lewis and Mark Duda, the break out leaders and recorders, and Courtney Walker for helping dream big dreams and making them a reality. CWSD staff for their various contributions toward the event. NDEP for funding and Jean Stone, Mary Kay, and Birgit's involvement. Thanks to the venue staff, LaVonne and Jeremy, and to Michael Smith for videotaping the event which may be shown on access TV.

Bus tour on June 7-8 – great overview of integrated watershed planning and processes.

Linda Conlin thanked Brenda for her vision and tenacity in taking on this job.