



Education Working Group
Wednesday, July 6, 2016
9:00-11:00 AM

Sierra Room, Carson City Community Center
850 E William St, Carson City, NV 89701
Meeting Notes

Present:

Lindsey Chichester, UNCE
Linda Conlin, River Wranglers
Shane Fryer, CWSD
Brenda Hunt, CWSD
Mary Kay Wagner, NV Div. of Environmental Protection (NDEP)
Kim Zuch, Nevada State Parks
Kristin Roaldson, RCI
Kysten Flannagan, RCI
Courtney Walker, Douglas County
Steve Louis, UNCE
JoAnn Kittrell, DCNR
Bunny Bishop, NDWR
Dave Willard, NDWR
Carla Kuhn, River Wranglers
Rob Pyzel, Lyon County
Hannah Drummond, AWG
Shyla Lemons, CCPW
Robb Fellows, CCPW
Sue Jacox, GBOS
Birgit Henson, NDEP

1. Welcome & introductions –
2. Watershed-Literacy Grant Phase I and II updates

Phase 1: Water Literacy Grant Complete as of June 30th 2016 – final report completed

- a. Completed Products include: Watershed-Literacy Action Plan, Watershed-Literacy Baseline Survey, Revised Watershed Map, website updates

Phase 2: Water Literacy Grant

- a. Marketing and Communication Plan is complete –

Action – Provide Links to documents above. Links are listed here and provide a link to CWSD's library landing pages for each document. Each landing page has a link to the document itself. Sorry for the extra step; however Microsoft puts up a warning with links that go straight to a pdf so we were trying to avoid that trap.

Document Links:

Watershed-Literacy Action Plan (<http://www.cwsd.org/carson-river-watershed-literacy-action-plan/>), **Survey Results** (<http://www.cwsd.org/watershed-literacy-survey-of-carson-river-watershed-residents/>) and **Marketing and Communications Plan** (<http://www.cwsd.org/marketing-and-communications-plan-for-the-carson-river-watershed/>) for EE Roundtable participants and invitees. Information will also be placed on the website under CRC Main Meetings (<http://www.cwsd.org/crc-meetings/>)

- b. Spanish translation of Watershed Map is approximately 8 weeks out – Consulting with Marcel Fernando Schaerer, IPDS (<http://www.ipdstraining.com/>). Alex Lanza (NDEP) and other Spanish speakers assisting with review.
 - c. Watershed Boundary Signs underway – Meeting NDOT in the next couple weeks
 - i. Simple signs, brown with 2 lines (entering and leaving on each sign)
 - ii. CWSD will contract installation, and is responsible for maintaining
 - iii. Store extra signs @ Carson City Public Works Yard (Shyla Offer), Airfield Hanger or NDOT
3. Environmental Education Forum/Roundtable Outcomes
- a. Recent participant event evaluation (Survey Monkey) – Used free Survey Monkey so unable to download straight pdf.
Action – Brenda/Shane will resend after trying to cut and paste report out of cells
 - b. Enhance Gap Analysis:
Additional information to gather from EE invitees and participants including question Steve Lewis posed via clicker technology that did not work.
 - i. Discussed creating new (via Survey Monkey) – Will increase understanding of what messages organizations are currently using and what they would be willing to do.
Action – Create and send out survey via Steve Lewis, UNCE to EE Roundtable invitees and participants. (UNCE has full version of Survey Monkey available and can easily download results).
 - c. Reviewed clicker question results of EE survey on use of consistent messages, and prioritization of individual messages. (See Marketing and Communication Plan Appendix A: Roundtable slideshow with ‘clicker’ survey results (pp. 117-127)
 - i. Overarching message: Connect Resident Quality of Life to health of watershed.
 - ii. 2nd tier messaging – Drinking water, polluted runoff and floodplain protection
4. Next Steps – Initiate Healthy Watershed Campaign

- a. Will develop a phased campaign - Overarching message first, 2nd tier messaging latter.
- b. Looking at the taglines that rose to the top in the EE Roundtable Meeting Notes for both the overarching message and specific messages (See Appendix A: Roundtable notes pp111-116), key words that kept popping up were: Water, river, community, connecting/connections, health, life, choices. These would be the key words we would give to a professional marketing firm to create a campaign.
- c. Campaign will focus on all waters of the watershed, not limited to just river
- d. Use “Carson” lightly to avoid complete focus of river or being Carson City centric.
 - i. May be more useful for possible application in other watersheds like the Truckee, Humboldt and Walker.
- e. Use brought to you by the “Carson River Coalition” to show relevance to the watershed.
- f. Determined that using the word watershed in the overarching campaign could be problematic given survey results. We all want folks to know what it means, but it doesn’t appear to be the place to start.

First overarching message test: *Our Waters Campaign*

- a. Based off one of the top message selections: Our water reflects our choices...“Our Waters reflect Choices”, Our Water, Our Health; Our Water, Our Responsibility. Graphics/Pictures to include reflections of residents and their actions in healthy or unhealthy waters. Imagine a picture of a Car and a reflection of oil slick. Would have positive image reflection as well to show them what to do...
- b. Campaign would focus on connecting people to the watershed and changing habits/behaviors over time.
- c. Would use a marketing group to test/refine messaging and create way forward.
 - i. Would test a max of 4 messages at 70% design. Potential other options to include may be:
 - *Connect the Drops*
 - *Find Your **River*** Connection*
 - *One Water, One **Watershed****
 - **See notes above regarding use of these words.*

Comments (on messaging):

- a. Messaging needs to be concise and targeted – audiences may not get nuances
- b. Consider using effects on downstream communities (good neighbor policy)
- c. Water in all its forms is connected to quality of life.
- d. Focus on quality of life, sense of place, and building empathy.
- e. Approach with emotion (not fear though) rather than cerebral message
- f. People don’t change behaviors due to knowledge you have to touch their hearts (or their pocketbooks as someone suggested)

- g. Demonstrate good behaviors, don't use negative advertising

Comments (on marketing)

- a. Need professional marketing firm to create and test campaign in our area.
 - i. R&R Las Vegas Marketing firm (What happens in Vegas, Stays in Vegas)
 - ii. Sandbox (Tahoe Firm)
 - iii. Responsive management - worked with multiple marketing firms
 - Sub contract could be more expensive
 - Contact RM to seek advice and quotes
- b. Build off of other good examples: look for PSAs, Ads and messaging: that work and looks polished.
 - i. National Non-point Source Pollution toolbox
 - ii. Rubber duck polluted run-off campaign (Blue Maine, San Diego, and Minnesota)
 - iii. Floodplains as Community Assets PSA's from mid-west
- c. People disregard brochures and unpolished work
- d. Look for Partners and match including:
 - i. NDOT (general fund), NDEP (319 grants, Source Water Protection, and incorporate businesses.
 - ii. Wells Fargo, Swift, Starbucks, Harley Davison, Garden Centers etc
 - iii. As companies that make toxic products (oil, pesticide) to contribute
 - iv. Advertise near products that could become problems
- e. Get buy in from county supervisors and local government, but wait until there is a product to show.

Actions – Brenda and Shane are assessing applying for NDEP 319 grant to kick-off campaign creation. The grant is 50/50 meaning, 50% match funds need to be either cash or in-kind. If you know you have either in-kind or cash match available to assist with this grant application, please give Brenda or Shane a call at 775.887. 9005. You may receive a call to discuss options.

5. Announcements (Updates from the group)

- a. Great Basin Outdoor School events:
 - a. hosting Project WET for Educators workshop at Camp Galilee on Lake Tahoe, Saturday, July 23, 2016, 9:00am-5:30pm, contact Nancy Lowe, 775.324.0936, outreach@greatbasin-os.org
 - b. Outdoor Science Classes and Camps at Lake Tahoe for Students and Teachers. (Various activities) Contact GBOS 775.324.0936, Haley@greatbasin-os.org or Sue@greatbasin-os.org
- b. Carson City will be updating their "Stormwater Plan" associated with their MS4 permit this fall, draft out in July. Includes:

- i. Adopt a Watershed Program
 - Adoption includes: Clean up, monitoring, outreach and other service
 - Adoption Signs would include business names and water body/watershed
 - Want a youth focus

Comment: Eroded trail up to the flag on C-Hill would be a good project.
- c. Project WET will be holding workshop (7/7) in Reno focused on Watershed Educators.
- d. 319 request for proposals will be coming out mid- July. Contact Birgit Henson, NDEP, bhenson@ndep.nv.gov to get on the mailing list to receive the call for proposals.
- e. Agriculture Day will be held in Lampe Park August 13th, Contact Steve Lewis, UNCE for details.
- f. Eagles and Ag moved to January 26-28th, 2017.
- g. National Night Out, Carson City at Mills Park – August 2, 2016.
- h. AWG Grover’s State Park, CA Weed Sign dedication - July 20, 2016, 9 am
- i. Flood Awareness Week Nov 13 – 19, 2016. Various activities will be happening. Go to www.NevadaFloods.org