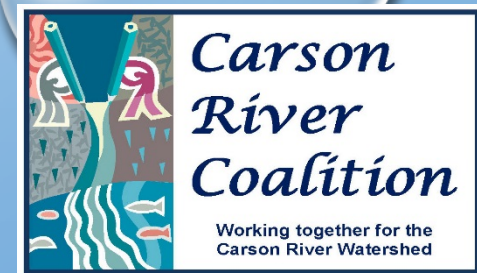


# Welcome to the CRC Roundtable

## Participant Introductions

- Name
- Agency/Organization
- What is the Carson River Watershed's most outstanding feature?



The image features a light blue gradient background with several realistic water droplets of various sizes scattered in the corners. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text "In the beginning..." is centered in a bold, black, sans-serif font.

**In the beginning...**



**Capitol Region Watershed District**  
Education and Outreach Plan

February 23, 2009

**Capitol Region Watershed District**



1410 Energy Park Drive • Suite 4  
St. Paul, Minnesota 55108  
651.644.8888 • fax 651.644.8894  
[www.capitolregionwd.org](http://www.capitolregionwd.org)

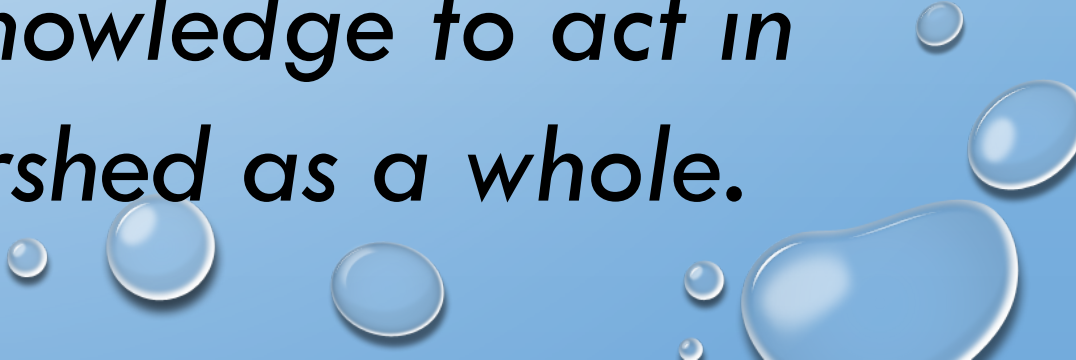




...the change we'd like to create through education...

## **Vision**

*A Carson River Watershed community that believes their behavior impacts watershed-wellness and applies their knowledge to act in ways that benefit the Watershed as a whole.*



...the broad subjects within which our education efforts must concentrate...

## **Main Themes**

- Water Quality
- Floodplain Protection
- Habitat Protection
- Sustainable Water Supply

...the biggest challenges our education programs must address...

## **Driving Forces**

- Lack of public understanding of watershed functions and that they (the public) can make a difference
- Lack of desirable habitats
- Finite water resources with competing demands
- Lack of consistent watershed-wide floodplain management decisions
- Water quality impairment (303d listed river)
- Lack of resilience and adaptability to the uncertain
- Lack of money – money driving development

...the actions needed to achieve our vision...

## **Objectives**

- 1) Conduct a knowledge baseline survey
- 2) Conduct a media campaign
- 3) Conduct follow-up surveys annually
- 4) Focus on particular audience groups learning about particular topics. Objective 1-3 were sequential in nature, and Objective 4 is more long-term and will be adjusted based on the results of 1-3.

...in a nutshell, what do our main audience groups need to know and need to do?

## **Three audiences and messages:**

*Message for Adult Public:* To know what a watershed is; that we are all connected in the watershed; and that their actions have impact on all.

*Message for Youth:* Their actions have impact on all; and an understanding of water issues.

*Message for Policy & Regulation Decision-Makers:* The need for a healthy watershed; how to achieve and maintain a healthy watershed; and knowledge of what the other audience groups are learning.



...what behaviors should our audiences exhibit?

**Desired behaviors:**

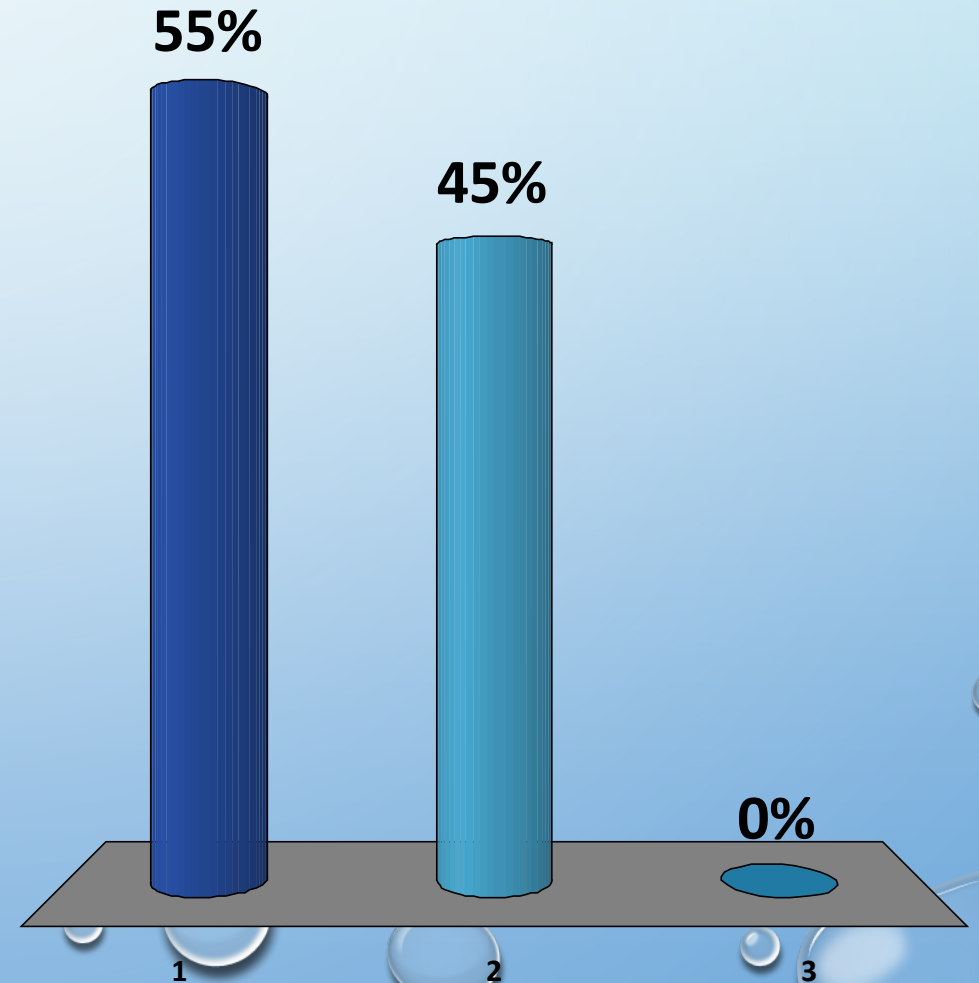
- Become watershed stewards
- Enjoy being at the river; have fun; make the connection
- Make the connection, access to the river, and have fun
- Act like you know you live in the desert
- Protect the natural system storage
- Practice “Smart” development – grow and develop with watershed well-being as a top priority

...so what are examples of connection, and understanding and nurturing the relationship...

- Upper with lower watershed sections
- The river with their floodplains
- People with fun/recreation
- Habitat with water quality
- Wildlife with ranching
- Surface water with groundwater
- People with water/groundwater
- Kids with fun
- Passion with preservation
- Recreation with river
- Tributaries with river
- Alpine with desert
- California with Nevada

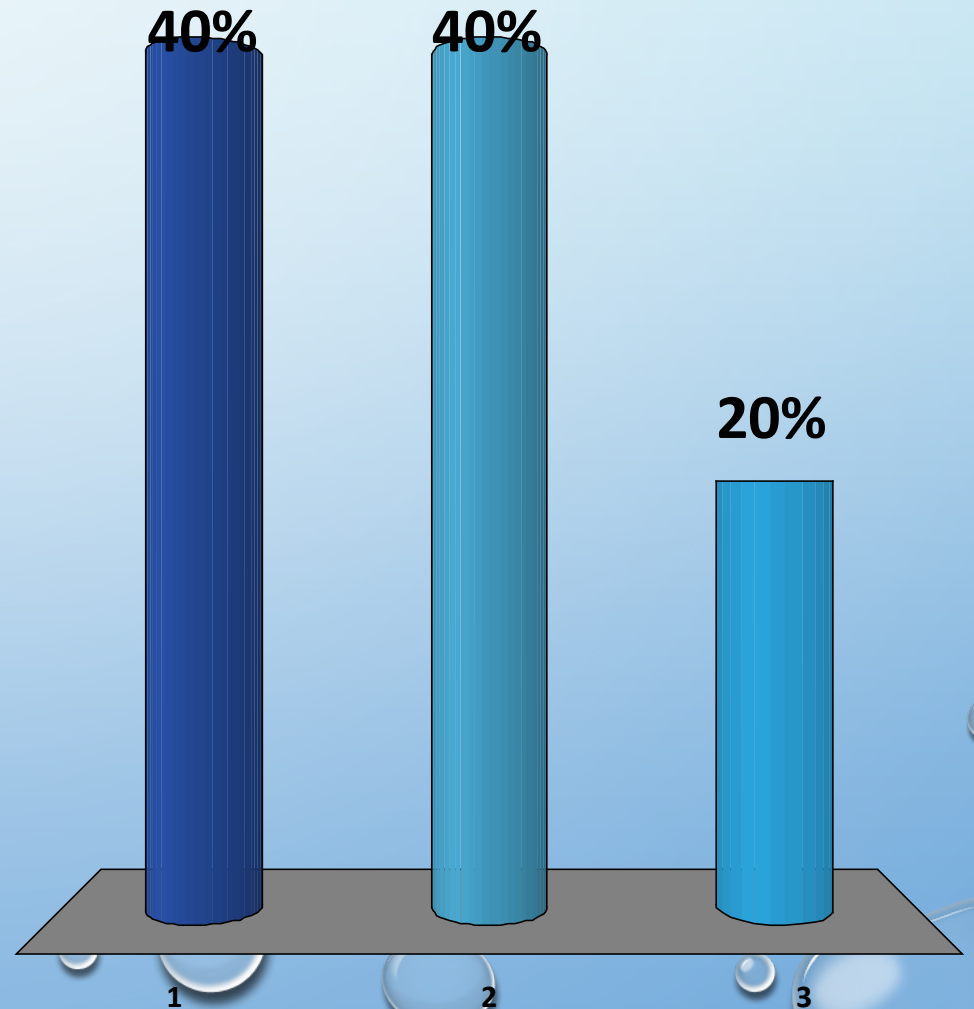
# *Have you ever used clicker technology?*

1. Yes
2. No
3. I don't know if I have or not



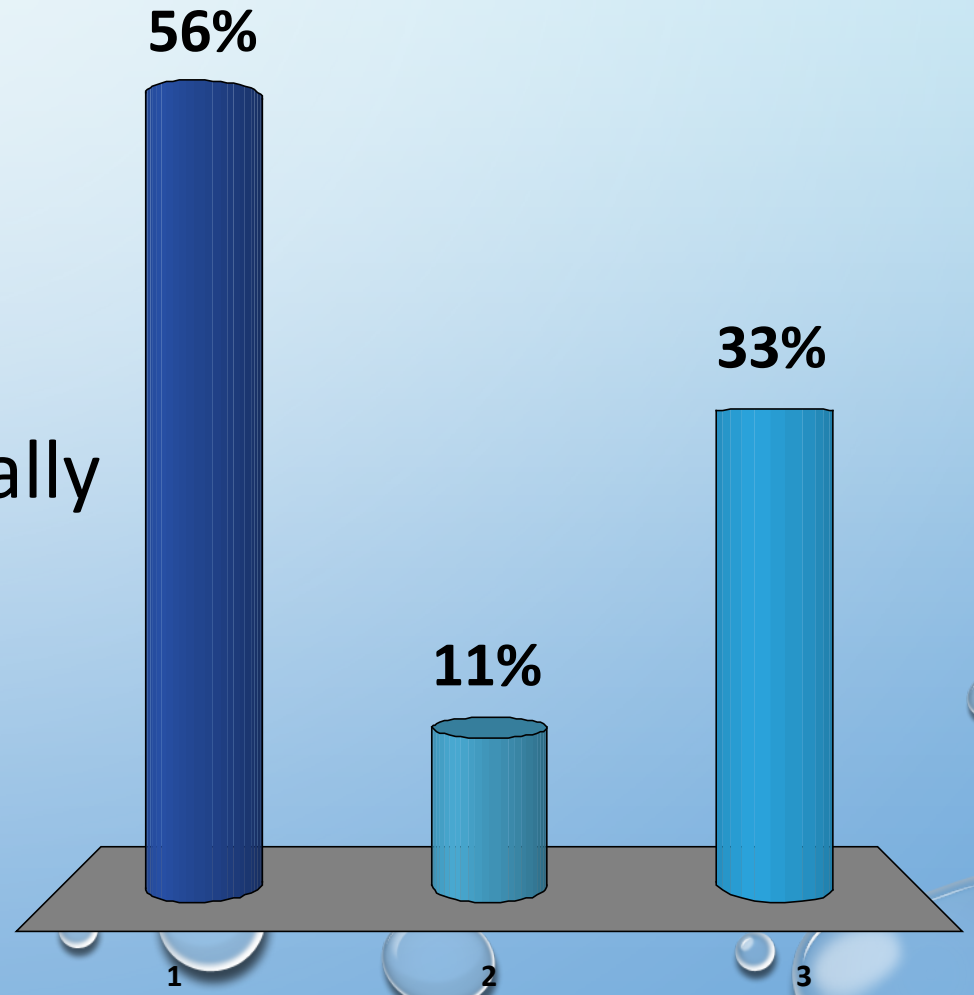
## *Do you have access to clickers?*

1. Yes
2. No
3. I don't know, or I've never asked



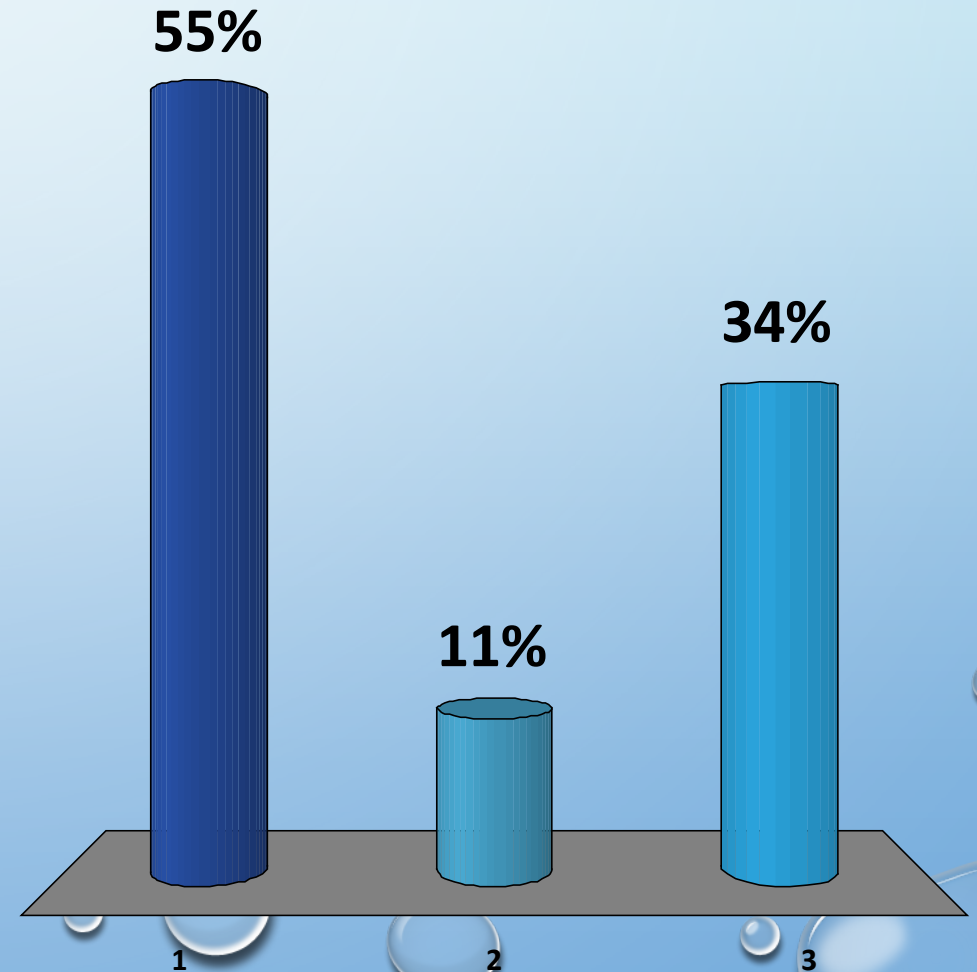
Do you have and are you using key messages consistently in your environmental education programming?

1. Yes
2. No
3. Somewhat – may be used occasionally



*To optimize impact on watershed health, is it important for all environmental education programs to use the same key messages?*

1. Yes
2. Yes, but I hate to admit it
3. No

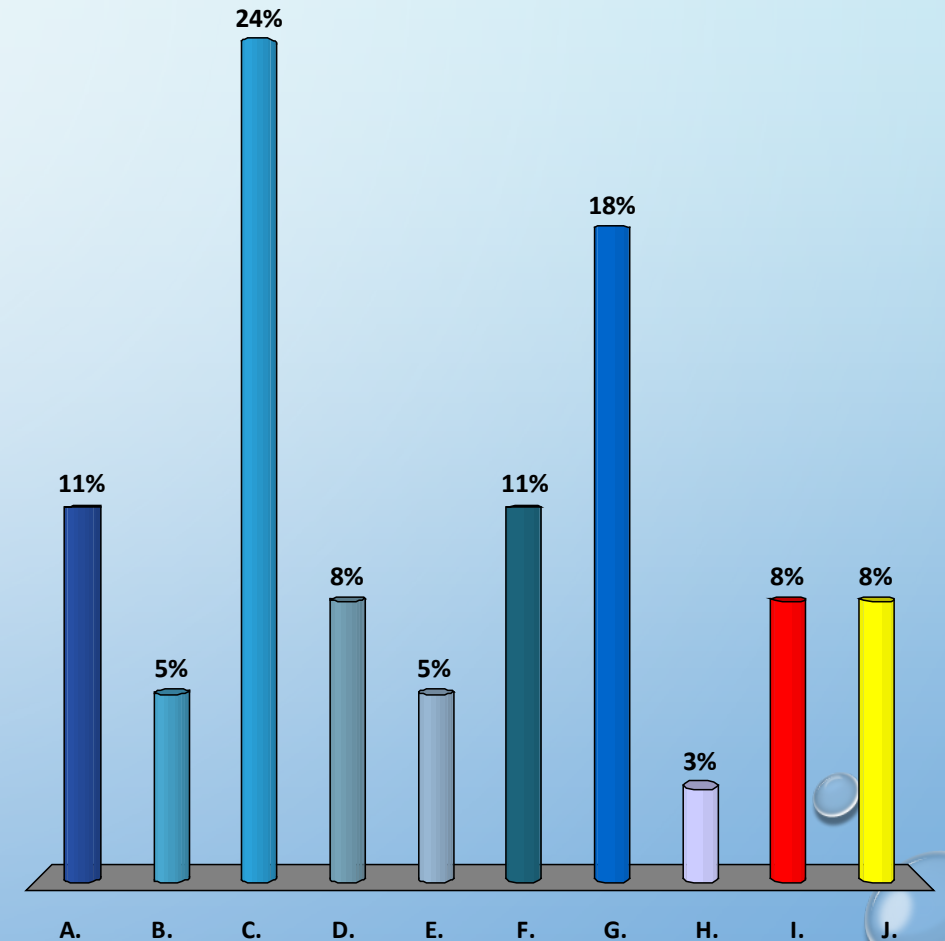


# Message Topics

- A. Reducing runoff from their property can improve water quality.
- B. The Carson river and its watershed is the source of drinking water.
- C. Inform residents that they live in a watershed.
- D. Yard and land maintenance affects the Carson river and its watershed.
- E. Connect residents' health and quality of life to the health of their watershed.
- F. Educate residents on the importance of reducing polluted run-off.
- G. Protect water quality and avoid wasting water.
- H. Proper disposal of used oil and hazardous materials improves the health of the watershed.
- I. Controlling invasive species improves the health of the Carson river and its watershed.
- J. Protect the floodplain from future development.

# Which message topic are you currently using to the greatest extent?

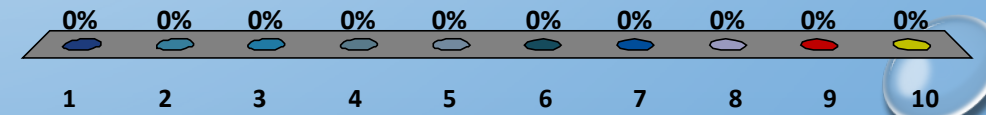
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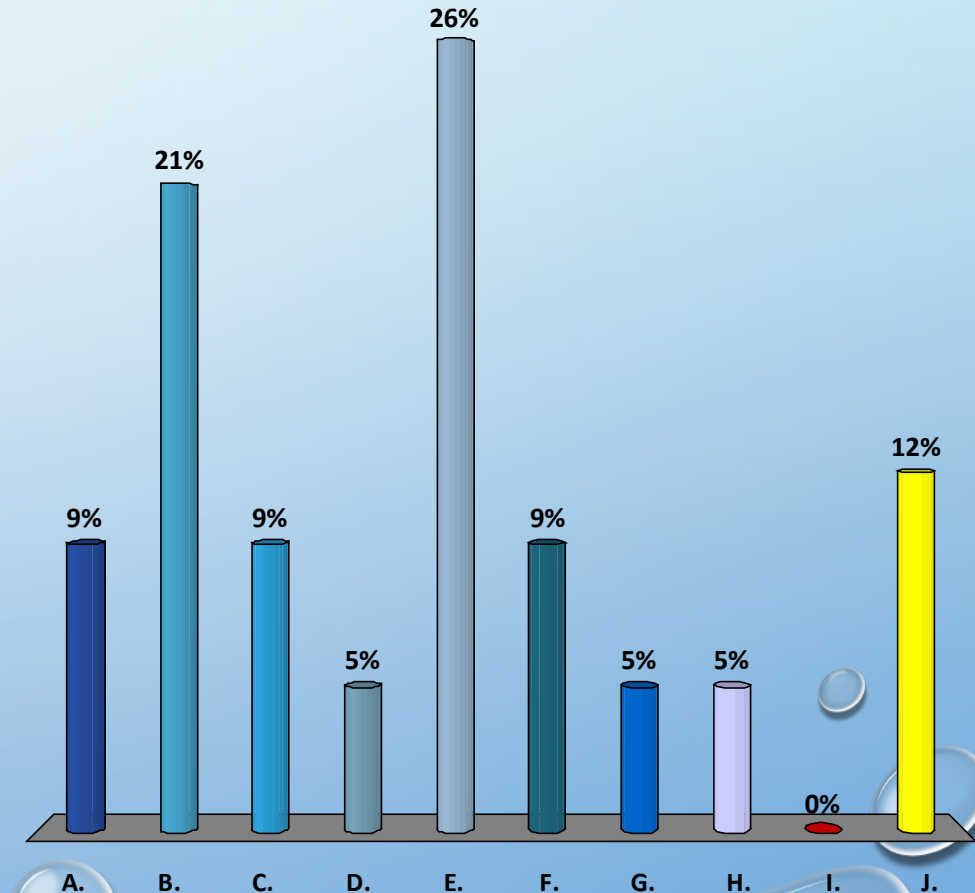
# Which message topic are you most likely to start using?

- A. Reducing runoff from their property can improve water quality.
- B. The Carson River and its watershed is the source of drinking water.
- C. Inform residents that they live in a watershed.
- D. Yard and land maintenance affects the Carson River and its watershed.
- E. Connect residents' health and quality of life to the health of their watershed.
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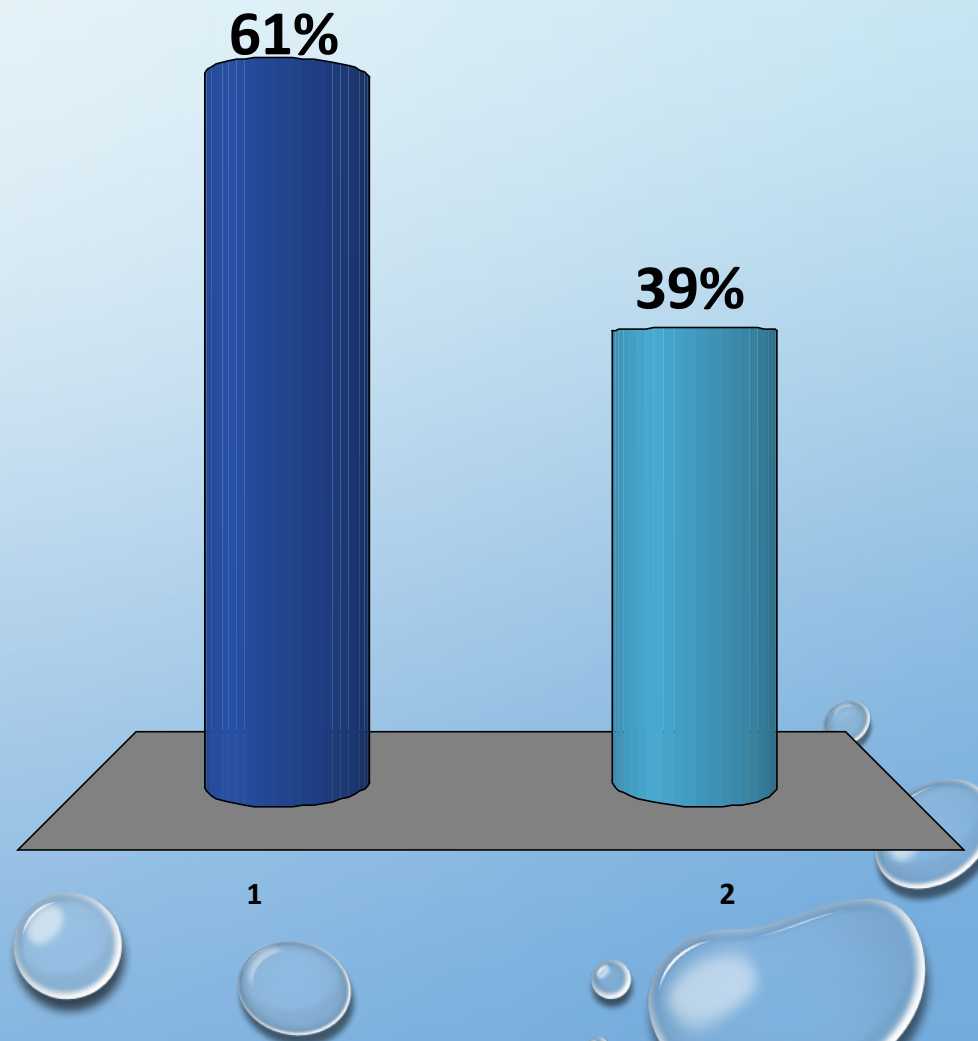
# Which message topic is the most needed to improve watershed health?

- A. Reducing runoff from their property can improve water quality.
- B. The Carson River and its watershed is the source of drinking water.
- C. Inform residents that they live in a watershed.
- D. Yard and land maintenance affects the Carson River and its watershed.
- E. Connect residents' health and quality of life to the health of their watershed.
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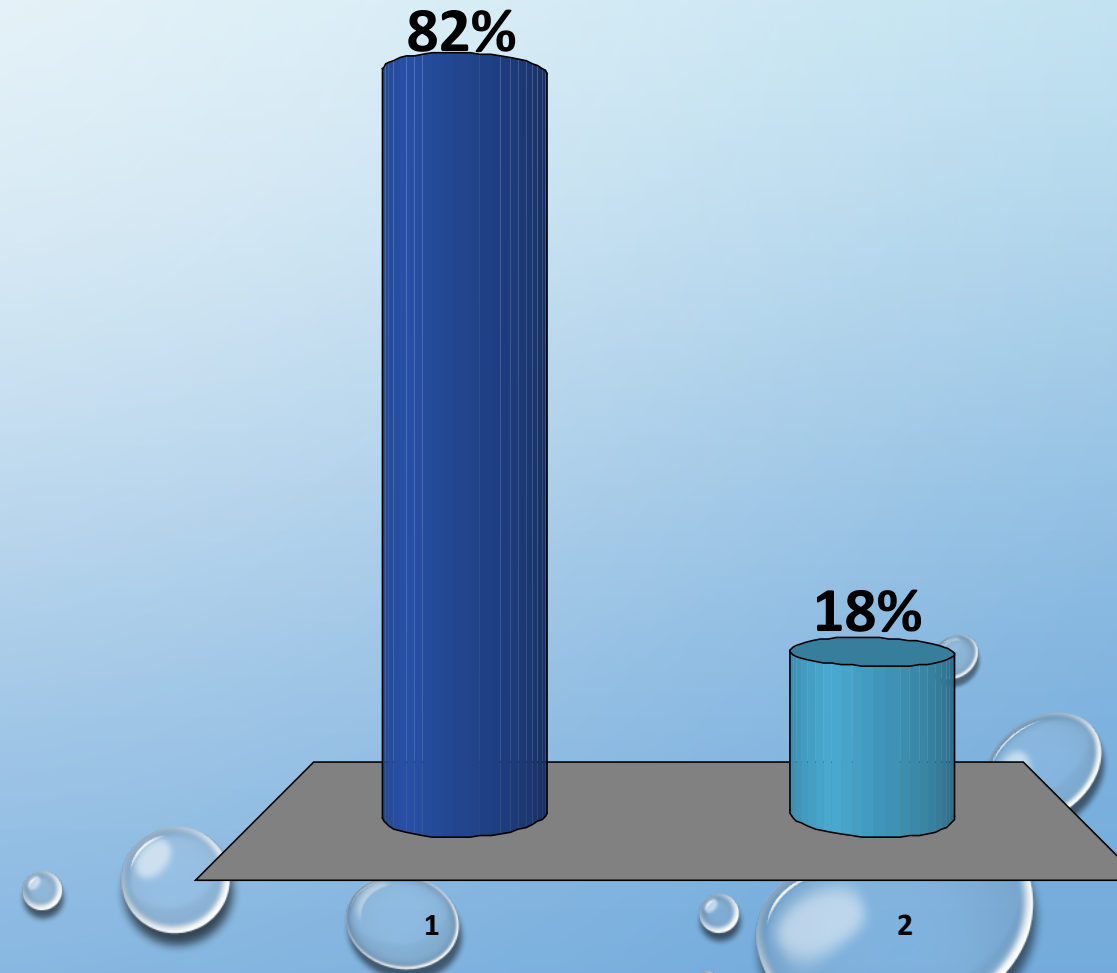
*In your opinion, have the most critically important message topics been identified?*

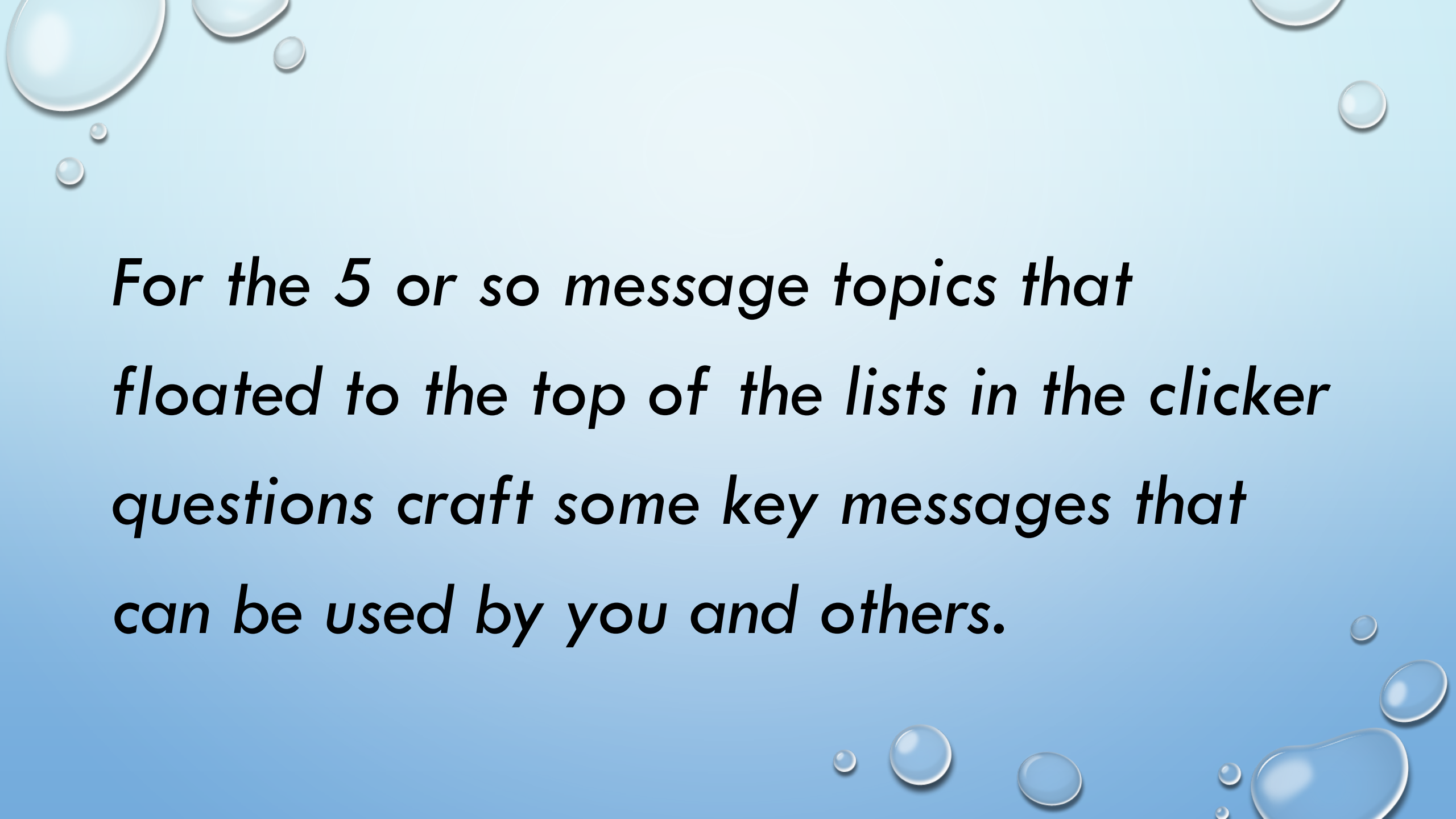
1. Yes
2. No (please report the topics missing)



*These message topics were identified by respondents 18 years and older. Do they align with message topics for audiences younger than 18?*

1. Yes
2. No (please describe the disparity)





*For the 5 or so message topics that floated to the top of the lists in the clicker questions craft some key messages that can be used by you and others.*

# Overarching Theme

*If you were to put a ribbon around the healthy watershed campaign and come up with a short catchy phrase that captures the essence of what we want to accomplish via our collective environmental education efforts and the watershed we hope to create what words would describe our overarching theme?*

ENTER QUESTION TEXT...

1. ENTER ANSWER TEXT...

