

Education and Outreach Subcommittee Meeting IV

November 2, 2009 4:30 – 6:00 p.m.

Attendees: Don Emmert, Sara Peel, Art Remnet, Linda Prokopy, Crystal Joshua

Target Audience Discussion:

- Initial reviews of survey results indicate that there are four potential audiences in Tippecanoe County. They are as follows:
 - They find the Wabash River a scenic resource and are interested in improving water quality. This group finds the River a symbol of the region and accounts for 61% of respondents. This may over-exaggerate the true number in this group as these folks typically respond to surveys like this at a higher rate.
 - The second group is apathetic to the river – they don't notice it or even think about it. They recreate but do so elsewhere and never on the Wabash River. They also think that if the river were cleaned up, it would just be messed up again.
 - The third group thinks that the river is really dirty and that it should be cleaned up – it can and should be improved.
 - The final group thinks of the river in terms of its processes, namely flooding, and that flooding should be controlled.

Field Day – Bus Tour, November 21st:

- The aim of the tour is urban/semi-rural individuals who typify the “unusual” suspect. A 44 passenger bus has been reserved but can be modified to fit more or less as necessary.
- Tour stops include: Certified Wildlife Habitat, Stormwater improvements (rain garden, rain barrel, geothermal heat, French drains, etc.), agricultural landowner, and city rain gardens.

Wabash Sampling Blitz:

- 180 volunteers, 210 stream sites sampled. Results are on the website and maps are available for distribution as interested. The blitz will be repeated in the spring with a date to be determined (likely 2-3 weeks before the end of classes in April).
- Any suggestions for modifications in sampling or parameters, please let Sara know.

Watershed signage:

- The SWCD is applying for Clean Water Indiana funding to purchase signs. Fountain and Warren counties are doing the same. A sign design has been suggested by the SWCD but will be determined prior to final printing.

Green practice highlighting to developers:

- The cities of Lafayette and West Lafayette (Crystal and Dan Dunten) have discussed hosting a workshop sometime in late winter/early spring highlighting changes in the new stormwater ordinance and new practices which can be included in landscaping efforts. The ordinance should be complete in January or February and the workshop will occur after that time. WREC will partner with the cities on this event.

National Days events:

- Don provided a list of national days that he currently uses for SWCD announcements. Don already sends press releases for each of these days.

- Crystal noted that the City of Lafayette already includes a bill notice with national drinking water week. Posters are also available so those could be put in schools with a bit of information.
- Crystal indicated that the wellhead protection committee's education subcommittee does ag days in the spring as part of this day. They also created a video that needs to be converted from VHS to CD/DVD that is available for schools or use as part of speakers bureau.
- A discussion of WLF1 efforts, how to catch their eye, and potential for PSAs was discussed. Don will follow up on likelihood of PSAs being run by WLF1 for these days and the specifics re: lead time, length, etc.
- Sara will flag the days and will add discussion of them to the education committee agenda prior to the day occurring.

Website subcommittee:

- A list of items to include on the educational website that is to be developed were discussed. If anyone has ideas, please forward them to Art and/or Sara.
- A project DX-based site is also being pursued. Art is going to follow-up to try to schedule a conference call to walk through what the company offers, cost, mechanics, etc.

Green Business Certification:

- Sara presented the concept and indicated that the certification program will likely roll out in the spring. Questions about small businesses (one person) were discussed with Sara forwarding this to the subcommittee. Additionally, apartment complexes or other multi-stage businesses were also questioned.

Water drop tracking:

- USEPA has a water cycle program (may be water cents program) which Art indicated that WREC should look into becoming a partner of. The program provides logo and branding on some products and membership allows access to marketing materials to promote water conservation.
- A discussion of the point of this topic occurred with the following decision: educate people about where their water originates and where it ends up with local water sources (river, water plant, groundwater, well head) being more important than the global water cycle.
- Crystal will work with Don to develop some ideas to target three groups: grade school, high school, adults.

Fact List development:

- The list is being developed for use on the website (fun facts), via twitter (fact a day type), as inserts on existing tours (haunted Lafayette, trolley tours, etc.).
- Sara has a partial list from Don and will add the Jeopardy game (from River Vision) facts to that list. Once complete, the list will be forwarded to the committee. Sara will also forward the voyager canoe script to the committee for review and thoughts.

Bill inserts:

- Water bills and stormwater utility bills are the likely targets for bill inserts. The new stormwater bills will have space for printing information directly onto the bill. Individuals will likely be looking at these in the first few printings as they are new bills. The city of

Lafayette wastewater/trash bill and the city of West Lafayette's wastewater bill also offers print on capability.

- It was suggested that the April/May bill be targeted for national river clean up information. Sara will include this on the January meeting agenda so that something can be developed prior to printing deadline.