



Metropolitan North Georgia Water Planning District Education Technical Coordinating Committee Meeting Summary February 10, 2009

The Metropolitan North Georgia Water Planning District (Metro Water District) Education Technical Coordinating Committee (TCC) met on Tuesday, February 10, 2009 at 10:00 a.m. in the Harry West Room at the Atlanta Regional Commission (ARC), Atlanta, Georgia.

Members Present:

Bob Bourne, Cobb County
Suzanne Brown, Clayton County
Kevin Finney, City of Gainesville
Samuel Jones, DeKalb County
Stephanie Lewis, Cobb County
Monique Mae, DeKalb County
Jennifer McCoy, Cobb County

Jennifer McLaurin, Fulton County
Tonja Mincey, Henry County
Kathy Nguyen, Cobb County
Fernell Patterson, Fulton County
Meredith Rundle, Gwinnett County
Kelen Shostak, City of Woodstock
Sharon Smith, Fulton County

Charlene Njoroge began the meeting by welcoming Education TCC members, initiating self introductions and giving an overview of the agenda. The purpose of the meeting was to review the water conservation presentation by Grey Advertising and discuss EPA's "Fix a Leak Week".

Planned and Ongoing Workshops

Committee members announced upcoming events such as community workshops, such as Septic Maintenance, Rain Garden, Detention Pond, FOG, and Rain Barrel workshops. Many jurisdictions have begun planning with their annual Earth Day and Amnesty Day events. Cobb County is partnering with GreenPlumbers to offer a series of workshop for plumbers on environmental and technical issues. Cobb County is also planning for Allatoona Alley coloring book contest.

Public Awareness Discussion

Georgia Department of Natural Resources, the Atlanta Regional Commission and the Metro Water District are working together to create a statewide water conservation public education campaign. The collaboration started about six months ago. Matt Gove, a member of ARC's Communication and Public Involvement Committee approached Grey Advertising and asked them to work on the water conservation project pro bono. Grey Advertising agreed and has donated so far, \$65,000 of time and talent towards developing the "I'm In" Water Conservation Public Education campaign. Steven McCormick with Grey Advertising presented the water conservation campaign to the education committee. The water conservation campaign had four major elements: TV, print, outdoor advertising and school outreach. Mr. McCormick said the next steps in the process is to present the campaign to the ARC Board and after the ARC Board approval, a fundraising committee will be formed to raise money to support the implementation of the "I'm In" Water Conservation Campaign.

Metropolitan North Georgia Water Planning District Education Subcommittee Meeting Summary
Page 2

Mrs. Njoroge announced March 16-20, 2009 is EPA "Fix a Leak Week". "Fix a Leak Week" is an easy tool water utilities can use to promote fixing leaks within the home. EPA has created a promotional toolkit for Metro Water District members to use to promote "Fix a Leak Week". The promotional toolkit includes web text, web banners, fact sheet, bill stuffers, store signage and much more. EPA's promotional toolkit was later distributed to all committee members via e-mail.

Meeting Announcements

The next education subcommittee meeting will be held on **Tuesday, April 21, 2009 at 10AM.**

Adjourn

There being no further business, the meeting was adjourned.