



Purpose

The legislation creating the District mandates the development of a Watershed Management Plan (WMP) that includes measures for stormwater management and source water protection for the District. Senate Bill (SB) 130 further directs that the WMP outline education and public awareness measures to be taken by the District, other State agencies or local governments, public education institutions, and other public or semi-public entities to raise public awareness of nonpoint source pollution and educate target groups that have some level of influence over this form of pollution. Recommendations in the WMP are to include strategies for:

- Achieving awareness of water resource protection issues among 75 to 90 percent of the District’s population by the end of 2006.
- Educating identified target groups, with an ultimate goal of changing the behavior that leads to the degradation of water quality.
- Leveraging education efforts undertaken by other agencies and entities that address these issues.

Many local governments in the District are in the process of obtaining their Phase II National Pollutant Discharge Elimination System (NPDES) stormwater permits. Both the Phase I and Phase II NPDES stormwater regulations require communities to develop and implement public education and outreach programs as a condition of their permits. In addition, permittees are encouraged to educate and involve the public throughout the implementation of Total Maximum Daily Load (TMDL) strategies. This Education and Public Awareness Plan has been developed with these requirements in mind, so that local governments’ involvement in implementing the plan can be counted toward meeting their permit obligations.

Education and Public Awareness Plan Approach

Campaign Identity

One of the primary criteria of this planning effort is that it “shall build upon and be coordinated with existing watershed planning efforts undertaken by local governments and other entities in the District area” (Official Code of Georgia, Annotated [O.C.G.A] 12-5-570). Currently, there is already a collaborative public education initiative, the

Clean Water Campaign (CWC), that brings together local, state, and federal government agencies, environmental and community groups, and corporate partners who all share the common vision of protecting water quality in metro Atlanta. The CWC has already had a high degree of visibility and success in informing the public about stormwater and watershed issues and the role that every person plays in protecting water quality. The CWC is therefore the logical vehicle for an expanded watershed protection awareness effort. It is recommended that the District-wide WMP build upon and expand the efforts and existing partnerships of the CWC to educate the public and target groups about stormwater and watershed problems and solutions. The remainder of this chapter discusses the recommendations and components for the education and public awareness efforts.

Campaign Elements

Involving the public in watershed protection efforts is crucial because it promotes broader public support, helps create an ethic of stewardship and community service, and enables the public to make informed choices about resource management. Changes in basic behavior and practices are necessary to achieve maximum, long-term improvements in water quality. However, such changes will not occur until citizens become aware of water quality issues and actions that lead to environmental degradation. Three elements have been incorporated in the campaign:

- Element 1—Public Awareness Campaign: SB-130 established a goal for the District to achieve 75 to 90 percent awareness by the general public. To achieve this goal, virtually every household in the District must be reached multiple times with clear, concise messages. This element will use multiple techniques to present awareness information to the target audience.
- Element 2—Outreach and Education to Key Target Groups: SB-130 mandates that the District develop programs to educate target groups of individuals who have some level of influence over nonpoint source pollution. Potential contributors to this pollution have been identified, as well as the groups that have the greatest influence over these sources.
- Element 3—Primary and Secondary Education: The objective of Element 3 is to train the next generation of watershed stewards, i.e., school-aged children. It is crucial to train the next generation of watershed stewards as early as possible.

In keeping with the goals of shared responsibility for implementation and leveraging existing programs, the entity or entities responsible for implementation are identified for each recommended activity. Opportunities for the District to partner with other organizations to fund and implement the various recommendations are also described. The limited resources available for education and public awareness can be used more efficiently by developing strong partnerships with nonprofit environmental education organizations where these organizations are working on outreach projects similar to those proposed in this plan. The Implementation Plan (Section 9) identifies the tasks and implementation responsibilities.

Element 1—Public Awareness Campaign

A mass media campaign would yield the greatest success in the shortest timeframe for achieving the goal of reaching 75 to 90 percent of the general public. Research indicates that the most influential methods of conveying messages to citizens include (in order of most to least effective) local or public television, televised public service announcements (PSAs), local newspaper, the Internet, and radio (Schueler and Holland, 2000). Mass media options, with the exception of the Internet, can be very costly. Therefore, strategies that can be undertaken in combination with a mass media approach are recommended to help the District achieve its outreach goal at substantially lower cost. All public awareness materials should be prepared in English and Spanish, (as well as other languages, as appropriate) and should incorporate clear visual messages for the benefit of those who do not speak and/or read either language. In addition, materials targeting service-oriented businesses (such as restaurants and dry cleaners) should be provided in Korean.

Mass Media

The recommended mass media strategy includes commercials and PSAs airing on both television and radio, along with local transit advertising and billboards. It is recommended that the services of a professional creative and media consultant be retained to develop effective media elements for the campaign.

A mass media campaign typically begins with the development of a slogan, logo, identity, and messages. As discussed above, the proposed campaign is based on the recommendation that the CWC identity will be expanded to encompass watershed problems and solutions. Messages that address watershed management and source water protection would be needed to augment existing CWC stormwater protection messages. A series of messages would be developed and subsequently evaluated using a focus group, which could be made up of Basin Advisory Council (BAC) members. The following are potential themes that could be used to develop watershed management messages:

- *Watershed stewardship: taking responsibility for watershed protection.*
- *Watershed management and protection strategies today protect future generations (“clean water for our children/grandchildren”).*
- *Thoughtful and sustained growth benefits both the economy and the environment; these goals do not have to compete with each other.*
- *Learning about our watersheds/rivers/streams/ecosystem, etc., better enables us to protect them.*
- *It is important to understand the connections between you and the environment (i.e., “Yards to streets to storms to streams”).*
- *We all live downstream.*

Research into similar campaigns (Clean Air Campaign, CWC, Atlanta Stream Clean-up) and discussions with two independent media consultants suggest that a properly

executed mass media campaign could cost from \$1 to \$1.5 million in the first year and \$500,000 to \$750,000 in the subsequent years through 2006 to attain the 75 to 90 percent awareness goal.

Other Media

- **Website:** An interactive website, actively promoted, can be an inexpensive way to foster awareness and education. The District and the CWC have established websites. The public awareness campaign should direct users to the CWC site, which would be expanded to include information on watershed management, stormwater management, source water protection, wastewater management, water supply, and conservation. The site's home page would offer an overview of water resource protection and would lead users through the site to dedicated pages that describe each topic in greater detail. Site design should incorporate animation and interactivity (screensavers, games, calendars, etc.) where appropriate, to engage both young and mature users, and should link to other watershed protection and environmental/regulatory sites, such as those of the US Environmental Protection Agency (EPA), and the Georgia Environmental Protection Division (GAEPD).
- **Press Relations:** The local media have already given a substantial amount of coverage to water issues. Press releases should be issued to local print media (including smaller community newspapers and those targeted to minority communities). Also, interviews with District spokespersons should be pitched to local morning TV news shows and radio community interest shows. Newspapers to be targeted include all general circulation papers and specialty papers (such as *Creative Loafing*).

The media consultant will be responsible for identifying and selecting media outlets to ensure adequate coverage. Local governments in the District can also help identify local and community print media. Press releases should be issued to announce any significant topics or initiatives of the District, local government members, and activities involved in implementing Elements 2 and 3.

- **Television/Radio Weather Partnership:** Weather reports are among the highest-rated segments of television and radio news programs, making this a very effective method of reaching adults. Watershed information can be conveyed through weather reporting. An excellent example of this concept is NBC4 in the VA/DC/MD area (<http://watershed.interactive-environment.com/main/index.php>) which, through a partnership between NBC4, StormCenter Communications, Inc., EPA, the US Department of Agriculture (USDA) Forest Service, the National Aeronautics and Space Administration (NASA), and the National Oceanic and Atmospheric Administration's (NOAA) National Ocean Service (NOS), provides real-time water quality information, weekly environmental news stories related to the Chesapeake Bay watershed, 3-D flights over real-time satellite imagery, and "fun watershed quizzes" on its website. The chief meteorologist for NBC4 broadcasts the website address and discusses watershed issues during his broadcasts.

The CWC has established a relationship with WSB-TV meteorologist Glenn Burns and should consider expanding this strategy to the major AM radio stations (which

draw a larger audience for weather reports than FM music stations). The District should also provide content to the stations' websites.

Promotional Items

Promotional items are a low-cost, effective way to establish recognition of a watershed program. They are also an excellent tool for reinforcing messages that can be condensed to a few words and are ideal for advertising websites, telephone hotlines, and other program features. Some of the recommendations in this Education and Public Awareness (E&PA) Plan involve public gatherings, and it is recommended that promotional items be developed for distribution to participants in those events. Less expensive items (pens, pencils, erasers, magnets, posters, bumper stickers, posters, pet waste removal bags, composting bins, litter collection tools, etc.) can be purchased in bulk for distribution to the general public. A smaller quantity of more durable items (t-shirts and coffee mugs) could be imprinted and distributed to VIPs (elected officials, BAC members, Business Partners, etc.) at special events. The District should select the items based on an established budget, provide the artwork to a vendor, determine the quantity of items needed for District-sponsored events, and apportion costs among the local governments. The District can also function as a central ordering point for the items, if the local governments and Business Partners want additional quantities for their own events.

Interactive CD-ROM

CD-ROMs are an increasingly popular medium for promotion, information, and education and are relatively inexpensive to reproduce. Typically, content production costs begin at about \$2,500 plus about \$0.80 each for reproduction of 2,500 CDs (unit price decreases as quantities increase). Much of the content can be drawn from the District website. The CD-ROM should be interactive with content that helps users learn about watershed protection and specific characteristics of District watersheds. Clickable maps supported by Geographic Information System (GIS) data would allow participants to focus on a specific area and learn watershed characteristics of the selected area.

Copies of the interactive CD-ROM could be distributed to local governments, environmental groups, schools, the Chamber of Commerce (for insertion in new business welcome packets), GAEPD, Adopt-a-Stream groups, BAC members, businesses, libraries, stores, restaurants, and other public places. Visitors to the website should be able to order copies online; the District could charge a modest fee to help offset the cost of duplication and shipping. CD-ROMs on pollution prevention and best management practices (BMPs) could also be developed for specific industries, or topics such as landscaping and auto care.

Bill Inserts/Messages

The District should develop a series of short, informative messages to appear on bills or on the outside of the mailing envelope. Through this method, virtually every household in the District would be reached, and the District or the local governments would incur no additional costs. Messages printed directly onto bills have a higher likelihood of being read than bill stuffers, but may only be scanned by recipients looking to see if the

message has financial implications. There are limitations to what can be placed on a bill—a set number of characters, type size, and style. However, carefully worded messages that always begin with the same slogan or words, and appearing repeatedly, will have a higher absorption rate.

Interactive Kiosk

An interactive information kiosk provides a way for the District to take watershed protection measures to the public and help to reinforce the identity of the CWC. Local governments, environmental organizations, state agencies, community groups, Business and Agency Partners and others can use kiosks at scheduled events and venues throughout the District. It is recommended that a minimum of four kiosks be developed. Each kiosk would be equipped with connections for a laptop computer, which can be provided by the entity that is using the kiosk, and literature display racks. The interactive CD-ROM would be available for viewing; posters, literature and promotional information developed by the District, CWC, other agencies, and local governments would be displayed.

Hamline University's Center for Global Environmental Excellence in Minnesota is currently seeking partnerships to develop kiosks for watershed protection efforts around the country and is working locally with the Upper Chattahoochee Riverkeeper. The District should evaluate the kiosk development offered by Hamline as well as other vendors. The mobile kiosks should be colorful and inviting, and the information should be displayed in creative ways that encourage interaction. Appealing designs can boost participation dramatically. For example, managers of the Johns Hopkins University "Lilac Tent" reproductive health outreach program credit much of its success to the conspicuous design of its information center—a mobile purple tent—because it piqued the curiosity of passersby. The outreach program ultimately reached 495,362 people in rural Bolivia and, by the end of the 3-year campaign, 90 percent of the audience demonstrated literacy in matters of reproductive health.

Corporate Outreach Program

The Clean Air Campaign oversees an employer outreach program that encourages employer participation in commute options programs. Through this program, the Clean Air Campaign is able to access the e-mail systems of many private employers to relay information on air quality indices and to encourage employees to commute to work. The Clean Air Campaign has nearly 300 employer partners participating in this outreach program. The District should explore a similar partnership arrangement with local firms that allows the CWC to display watershed protection materials (posters and brochures, for example) in the workplace. Employers who agree to display materials would be designated "Clean Water Partners" (or similar designation) and would receive a token of recognition (plaque, sticker, etc.) and permission to display their "Clean Water Partner" designation on their firm's website and in firm literature.

Element 2—Outreach and Education to Key Target Groups

Key Target Groups

Potential sources of nonpoint source pollution have been identified to aid the District in directing awareness information to key targets who have influence over these sources. Table 7-1 identifies the key target groups for Element 2, types of nonpoint source pollution each source contributes, and associated activities that education and outreach should focus on to promote awareness. Other groups or activities may be added to the list through the process of coordinating outreach and education efforts.

Several kinds of education and outreach activities are recommended to produce the needed changes in behavior among key target groups. Coordination with existing programs is of paramount importance to avoid duplication of effort. Also, no matter how many groups are targeted with outreach and education initiatives, a clear understanding that these efforts fall under a single umbrella, i.e., the CWC, must be maintained. Coordinating Element 2 education and outreach activities with Element 1 awareness activities will reinforce the public perception that the District is engaged in a single, unified effort.

Two activities are proposed to facilitate the delivery of education and outreach to key target groups in Element 2: a target group communication survey and establishment of an Information Clearinghouse. These are discussed before the actual recommendations, as they are preparatory activities.

Target Group Communication Survey

A survey of existing education and awareness materials confirms that there is no shortage of information available for conveying watershed protection strategies to the public. Much of it is general in nature, but there also is substantial technical, and industry-, issue- and watershed-specific information. Within the District, industry-specific advisory groups should be established to provide technical input and industry perspective in identifying and developing materials for their industry. These groups would be involved in developing specific BMPs and fostering acceptance of behavior changes within their industry.

To address the challenge of distributing the right information to the right people at the right time, a needs survey should be conducted among target groups to identify their

TABLE 7-1
Key Target Groups and Nonpoint Source Pollution Contribution
Metropolitan North Georgia Water Planning District Watershed Management Plan

Group	Nonpoint Source Pollution Contributed	Target Activity/Education Focus
General public, including homeowners, renters, parents and students, car owners, car maintainers, pet owners, septic tank owners	Litter, Household hazardous waste, Nutrients, Fecal coliform bacteria	Waste disposal, Garbage, solid waste, Household chemicals/ hazardous waste, Lawn/landscape practices, Car washing, Car maintenance, Pet waste management, Septic system maintenance
County health departments	N/A Responsible for oversight of septic systems	Septic system maintenance, inspection, enforcement of regulations
Builders and developers, construction crews (private and government)	Sediment, Chemicals and other toxic substances following accidental spills, Streambank and channel erosion because of inadequate controls during construction and increased area of impervious surface, Loss of buffer vegetation, Construction waste, Portable toilet leaks, fuel/oil	Construction BMPs, Streambank and riparian corridor protection, Post-development stormwater management BMPs, waste management
Landscapers and gardeners	Nutrients from fertilizer, Pesticides, yard waste, Herbicides, Loss of buffer vegetation	Landscape/turf management, yard waste management
Farmers, agricultural land owners	Sediment, Bank erosion from livestock activity, Animal feces, Fertilizers, Pesticides, Herbicides, Vegetative matter, Trace metals	Streambank and riparian corridor protection, Agricultural practices (grazing, waste disposal)
Mining operations	Sedimentation, Bank erosion, Loss of buffer vegetation, Habitat alteration, Runoff and leachate	Industry BMPs
Utilities with rights-of-way	Herbicide from vegetation control	Pesticide use, storage, and disposal
Automotive shop, fleet, and salvage yard owners/property managers	Cleaners, solvents, machine fuels, other toxic substances, storage of materials	Vehicle maintenance and repair, Proper disposal, recycling of waste achieving non-exposure to runoff
Industries that produce, store, or dispose of toxic or polluting chemicals	Chemicals, cleaners, solvents, machine fuels and other toxic substances from daily operations; Potential for accidental spills of toxic substances, storage of materials	Waste and byproduct disposal achieving non-exposure to runoff
Septic system owners	Fecal coliform bacteria, Organic material, Nutrients	Maintenance, including sludge disposal
Restaurant and food service workers	Fats, oils, and grease, Litter, cleaners	Waste and grease disposal
Commercial car washes	Cleaners, wash water	Wash water containment/disposal
Dry cleaners	Cleaners, solvents, other toxic substances	Disposal of hazardous and/or toxic fluids
Mobile cleaners	Cleaners, solvents, wash water, other toxic substances	Disposal of hazardous and/or toxic fluids and wash water
Painters	Paints, solvents, wash water, other toxic substances	Disposal of hazardous and/or toxic fluids and wash water
Oil and gas pipeline companies, railroads	Oil, machine fuels, other toxic substances used in daily operations or storage and transfer; Potential for accidental spills of toxic substances	Storage and Transportation of hazardous materials
Local utilities, large industries using hazardous wastes	Oil, cleaners, solvents, machine fuels, other toxic substances used in daily storage and transfer operations; Potential for accidental spills of toxic substances	Waste byproduct and disposal, Operation of lift and pump stations, Disposal of hazardous and/or toxic waste, achieving non-exposure to runoff
Municipal elected officials	N/A – Responsible for policies (e.g., land use decisions) that affect nonpoint source pollution control	Policy-making and its effects on watersheds and water quality
Judiciary	NA – Responsible for enforcement of nonpoint source pollution control laws and regulations.	Educate magistrates on water quality issues

NA = not applicable

information needs and the best methods of delivering information to them. The survey may include associations and other business organizations to which key target group members belong. A benefit of working through the associations is that they may allow the District to communicate with their members through association mailings and events. This could result in significant reductions in postage and other costs. Based on survey results, recommendations for other message delivery techniques should be developed.

The District also should survey agencies such as the Pollution Prevention Assistance Division (P2AD), GAEPD, Department of Community Affairs, and other agencies that regularly communicate with local businesses, to learn about opportunities for the District to “piggyback” communication with the key target groups via inserts into agency mailings.

Information Clearinghouse

The District should establish an Information Clearinghouse by obtaining educational and outreach materials from other programs and institutions. In addition, the District should establish a library for storage of educational materials and provide a catalog database through the website. The District would maintain and update the library and database as new materials are developed or discovered. The Information Clearinghouse would support outreach and education efforts by providing a centralized source of materials that can be reproduced and distributed. The clearinghouse would help avoid duplication of effort and ensure access to the current versions of all materials to be used in the campaign.

Outreach and Education Activities

Speakers Bureau

The District should establish a speakers bureau composed of individuals who can represent the District’s point of view before a variety of groups. The District should also prepare a presentation that provides an overview of the District’s mission and the WMP. The presentation should be a “call to cooperation” that clearly outlines the need for cooperation from the public, local governments, key target groups, and others who affect nonpoint source pollution. The speakers bureau would include staff from the District, local governments, and Agency Partners. Members would make presentations at statewide and regional conferences, local and regional business association meetings, community group meetings, educational group meetings, and events sponsored by local environmental organizations.

Key Target Group Training

Table 7-2 specifies the types of training recommended for the key target groups and the recommended partnering organization.

TABLE 7-2
Recommended Training for Key Target Groups
Metropolitan North Georgia Water Planning District Watershed Management Plan

Group	Partner/Training Provider
Homeowners, renters, parents and students, educators	GWPCA, P2AD, Upper Chattahoochee Riverkeeper, Georgia Tech
County health departments	P2AD, State Health Department Center for Watershed Protection
Builders and developers, Construction crews (private and government)	Local government, soil and water construction district P2AD, Greater Atlanta Homebuilders Association, Southface Energy
Landscapers and gardeners	EPA (Pesticide Environmental Stewardship Program), P2AD co-operative extensions services
Farmers, agricultural land owners	EPA (Pesticide Environmental Stewardship Program), P2AD, GA Environmental Partnership (GEP) NRCS, co-operative extension services
Mining operations	P2AD, GEP
Automotive shop, fleet, and salvage yard owners/ property managers	GEP
Industries that produce or dispose of toxic chemicals, including manufacturers, healthcare institutions, etc.	P2AD, GEP, Resource: EPA's "Organizational Guide to Pollution Prevention"
Septic system owners	County Health Department's EPA (Pesticide Environmental Stewardship Program), P2AD
Restaurant and food service workers	P2AD
Commercial car washes	GEP
Dry cleaners	GEP
Mobile cleaners	GEP
Painters	GEP
Oil and gas pipeline companies, Railroads	GEP
Local utilities, large industries using hazardous wastes	GEP
Municipal elected officials	NEMO, District GWPCA

Workshops

Several agencies and organizations offer training to the general public, businesses, and industry on nonpoint source pollution and pollution prevention. P2AD, Adopt-a-Stream, the Upper Chattahoochee Riverkeeper, CWC, and other environmental organizations offer training in communities and to civic groups. More technical training is offered by organizations such as P2AD, the Georgia Tech Research Institute and Economic Development Institute, the University of Georgia (UGA) Department of Biological and Agricultural Engineering, the Agricultural Extension Service, Greenprints, Southface, the Georgia Water & Pollution Control Association (GWPCA), and others. Training workshop topics range from general nonpoint source pollution reduction and pollution prevention to highly sector-specific topics.

Key target groups would require more in-depth training related to nonpoint source pollution and pollution prevention specific to their business or industry practices. The primary role for the District in delivering training to key target groups is to serve as the coordinating agency. To make this task manageable, it is recommended that the District partner with a limited number of agencies and organizations that offer training. Training needs can be divided into three areas: technical training that is industry sector-specific; nonpoint source pollution reduction training related to land use and land-disturbing activities; and general nonpoint source pollution and watershed management training.

Industry Sector-Specific Training

P2AD, the Georgia Tech Economic Development Institute and the Department of Biological and Agricultural Engineering at UGA have formed the Georgia Environmental Partnership (GEP), which offers technical, industry sector-specific workshops, along with assistance to organizations seeking to establish or improve pollution prevention programs. The District should partner with GEP to develop (where needed) and deliver training to industries on the key target group list (see Table 7-1). The District should provide supplementary information for the training curriculum that is District- and watershed-specific, including watershed maps, biological and habitat facts, location of source water supplies, TMDL status of local streams, types and sources of pollution found in specific stream reaches, location of municipal and industrial discharges, and other information to “localize” the training to the areas where target groups operate.

The District should also work with GEP to establish a certification and recognition program for companies that participate in the training, volunteer for pollution prevention and operational assessments, and implement operational changes recommended by the District and GEP.

Nonpoint Source Pollution Reduction Training Related to Land Use Activities

NEMO–Nonpoint Source Education for Municipal and Elected Officials–is a national education program to help local officials and citizens learn about nonpoint source pollution. NEMO training focuses on the impact of land use policies on water quality and includes strategies for better planning, site design, and BMPs. It is recommended that the District partner with the GWPCA to initiate a NEMO program to train elected officials, local governments, and the development and construction industries.

The NEMO curriculum should be supplemented with information that is District- and watershed-specific, including watershed maps, biological and habitat facts, location of source water supplies, TMDL status of local streams, types and sources of pollution found in specific stream reaches, location of municipal and industrial discharges, and other information to “localize” the training to the areas where target groups operate.

General Nonpoint Source Pollution and Watershed Management Training

The CWC works with P2AD and other agencies to conduct training workshops for the general public on nonpoint source pollution reduction related to specific areas such as household hazardous waste and septic systems. The District should support the

continuation of these workshops. The District should also provide these workshops with the watershed-specific content developed for the other training programs.

Local government public education staff and college students could help develop curriculum for the training workshops. District staff should contribute District- and watershed-specific content for the training, including watershed maps, biological and habitat facts, location of source water supplies, TMDL status of local streams, types and sources of pollution found in specific stream reaches, location of municipal and industrial discharges, and other information as needed to tie information to the areas where target groups work and reside.

Brochures and Other Literature

The CWC is developing fact sheets, brochures, and other literature and providing the templates for local governments to reproduce for their citizens. These include residential brochures to show how everyday domestic activities affect stormwater runoff and nonpoint source pollution and industry-specific brochures that inform businesses about how their activities affect water quality and contribute to this pollution—and how they can lessen those impacts. The District should support the continuation of these efforts and should develop watershed- and District-specific information to help localize the information in the brochures and other materials. The District should also develop brochures describing the target group workshops, NEMO program, and other activities to be used in promoting key target group participation in the activities.

Element 3—Primary and Secondary Education

The objective of Element 3 is to train the next generation of watershed stewards, i.e., school-aged children. Although research suggests that educating children on water resource protection may not be as effective in changing adult behavior as once believed (Schueler and Holland, 2000), it is still crucial to train the next generation of watershed stewards as early as possible.

Existing environmental curricula should be supported and, where possible, District-specific information should be integrated into the curricula of schools throughout the District.

Support of Georgia's Project WET

The District should support the efforts of Georgia's Project WET (Water Education for Teachers) to promote environmental education in District schools. District representatives should meet with the local Project WET coordinators to determine funding and other assistance needs.

Support of Watershed Education Task Force

The District should support the efforts of environmental education professionals to form a Watershed Education Task Force (also including teachers and school administrators) whose mission would be to lobby the legislature and local school boards to make environmental science a mandatory component of science and social studies at the primary

and secondary school levels. In addition, this Task Force can assist the District with organizing success measurement activities that involve other groups (schoolchildren, Adopt-a-Stream groups, etc.).

Development of Localized Watershed Information

To encourage watershed stewardship at the primary and secondary levels, the District should develop modules for incorporation into school curricula being developed by Project WET, the Environmental Education Alliance for Georgia, the Georgia Watershed Education Campaign, and the Georgia Project for Excellence in Environmental Education. These modules would:

- Include information that is specific to District watersheds and water quality issues.
- Provide teachers with more opportunities for planning field trips and becoming involved in and encouraging students to participate in community service activities.
- Provide students with specific information they can share with parents, which may help to reinforce other District efforts to increase adults' awareness of nonpoint source pollution and water quality protection issues.

Other Recommended Activities

Business Sponsorships

Partnerships with corporations and business organizations can enhance the success of the District's campaign by endorsing, adding credibility, and providing assistance in the form of human and financial resources. The Clean Water Campaign (CWC) already has some corporate partners and sponsors. The District should pursue additional partnerships with large and medium-size companies that have a substantial presence in the District, and with organizations such as the Metro Atlanta Chamber of Commerce that can influence policy decisions through their connections with elected officials and business leaders throughout metro Atlanta.

Business Sponsors can assist with promotion, sponsorship of events, and staffing ("loaned executives" programs). In return for their participation, Business Sponsors would be granted a special designation (for example, Bronze, Silver, Gold and Platinum Sponsorship designation, corresponding to a contribution level expressed in dollars or hours) and a token of recognition, such as the plaque or sticker discussed under "Corporate Outreach Program" above. Business Sponsors would also be encouraged to display their sponsorship designation prominently in their promotional and advertising materials.

Sponsorship Sales Video

To encourage sponsorships, the District should develop a short (5- to 8-minute) “sales” video, which would discuss nonpoint source pollution, include District watershed-specific information (characteristics, challenges, etc.), provide an overview of the District’s mission, describe the sponsorship levels, and discuss the benefits of the sponsorship. The video could also serve as an informational and educational piece to introduce key target groups and school administrators to the District water resource protection program.

Agency Partnerships

The District should form partnerships with state and other government agencies that are providing education and services that overlap those recommended for the District. For example, in Element 2, some key target groups are already being targeted for P2AD and UGA Agricultural Extension workshops. The District should partner with these organizations, referring participants to their workshops (CWC is already doing this), and working with them to develop workshops for groups that may not currently be targeted. Agency Partners would agree to absorb the costs for their participation.

Other Partnerships

The District should form partnerships with local colleges and universities to enlist their assistance in activities such as developing and implementing surveys, developing training curriculum, writing fact sheets, and staffing District events.

In addition, it is recommended that the District continue working with the BACs in the implementation of the E&PA Plan. BAC members can serve as focus groups, evaluating materials developed to support the E&PA program, as well as serve as members of the Speakers Bureau. In addition, BAC members could assist the District with obtaining support from corporations, other agencies, and organizations with whom they have relationships.

Many other opportunities for partnerships exist. A list of possible partnering or sponsoring organizations provided by the CWC Education Coordinator is included as Appendix F.