



Metropolitan North Georgia Water Planning District

40 Courtland Street NE | Atlanta, Georgia 30303

**Metropolitan North Georgia Water Planning District
Water Supply and Water Conservation Subcommittee of the
Technical Coordinating Committee
Meeting Summary
November 4, 2015**

The Metropolitan North Georgia Water Planning District’s Education Subcommittee of the Technical Coordinating Committee met on Wednesday, November 4, 2015, at 10:00 a.m. at the Georgia Association of Water Professionals (1655 Enterprise Way, Marietta, GA 30067).

Attendance

Lora Amedu, Metro Water District	Michael O’Shield, DeKalb County
Jennifer Arp, Cherokee County Water and Sewer Authority	Dagny Pariani, EPD
Tara Brown, Henry County Water and Sewer Authority	Erica Pope, Paulding County Water System
Bob Bourne, Cobb County Water System	Terry Porter, City of Alpharetta
John Butler, Gwinnett County Water Resources	Lance Roberson, National Black and Latino Council
Terrell Clark, Paulding County Water System	Lyndsey Sargent, Douglasville - Douglas County Water and Sewer Authority
Jennifer Flowers, City of Gainesville	Mary Carol Sheffield, UGA Extension Paulding County
Deedee Hider, National Black and Latino Council	Cornell Sims, Clayton County Water and Sewer Authority
Tiffany Hunter, Henry County	Sarah Skinner, Metro Water District
Danny Johnson, Metro Water District	Sharon Smith, Fulton County Water Resources
Angel Jones, DeKalb County	Kostoula Vallianos, Metro Water District
Bryan Keller, Fayette County	Amy Warnock, Cobb County Water System
Sara Martin, DeKalb County	
Jennifer McCoy, Cobb County Water System	
Paul Moisan, EPD	
Heather Moody, Gwinnett County Water Resources	

Welcome, Introductions, and Public Comment

Kostoula Vallianos, Metro Water District staff, opened the meeting and initiated introductions. There were no public comments.

Announcements, Updates, and Important Dates

Ms. Vallianos noted the status of the middle school essay contest and the upcoming high school video contest. She also mentioned the Metro Water District's website update has been completed and that the My Drop Counts and Clean Water Campaign websites will be redesigned by the end of the year.

A member asked if the committee could develop ideas about how to address incorrect perceptions about biodegradable soaps and how they are used and affect water quality. The committee will discuss this at the next meeting.

2016 Calendar

Sarah Skinner, Metro Water District staff, showed the 2016 Metro Water District photo calendar. Orders are being taken now, and free calendars will be distributed to committee members at the February meeting. Ms. Vallianos said that the photos in the calendar and those submitted for the calendar are the property of the District and can be used by members in their outreach and education activities.

2016 Water Drop Dash Update

Lora Amedu, Metro Water District staff, gave a report on plans for this event. She said there will be tabling opportunities for members at the event.

2014 Implementation Survey Assessment – Education

Ms. Vallianos reviewed results related to education and outreach activities in the 2014 Implementation Survey Assessment. The results are available on the District website. The next implementation survey will occur in January 2017 for the 2016 calendar year.

2016 Plan Update Status

Danny Johnson, Metro Water District staff, provided a report on plan update activities. The Governing Board Working Group is discussing board level considerations for the plan update process. This group will be evaluating plan topics including commercial conservation, possible District-wide expansion of the Chattahoochee/Lanier conservation measures, septic policy, and reuse policy.

Mr. Johnson pointed out that the plan template now includes a section regarding Technical Assistance, in which the text will detail how the District can support implementation for each implementation action.

Mr. Johnson reviewed the general schedule for the remainder of the update process, including:

- Fall 2015/Winter 2016: Draft Water Management Plan development
- Winter/Spring 2016: Board, TCC, and BAC review of the draft plan
- Spring/Summer 2016: Public review of draft plan
- Fall 2016: Completed plan

Review of Integrated Education and Outreach Plan Requirements and Activities

Kristin Rowles (Policy Works LLC) outlined the process and schedule for the development and review of the Integrated Education and Outreach section of the plan. She noted upcoming opportunities for review by committee members. Reviews of the full text of the plan section by the TCC will occur in December through February, and the draft section will be discussed at the next committee meeting in February.

Ms. Rowles reviewed the revised requirements table for the Integrated Education and Outreach section of the plan. She reviewed where changes had been made since the August meeting, based on committee and District staff input. Ms. Rowles asked the committee for input on the revised requirements table. Comments by committee members were discussed, noted and will be taken into consideration as the section is developed.

Ms. Rowles reviewed changes in the Activities Table. This table lists activities that can address the requirements. She noted that the major revisions will allow for activities not listed in the table to be

eligible for compliance and will support more flexibility and support for innovative activities. Ms. Rowles then led a discussion of the content of the revised Activities table on an item-by-item basis. Comments by committee members were discussed and noted. Ms. Rowles thanked the committee for their input. She asked them to submit any written comments on the revised Requirements and Activities tables by November 18.

Education Requirements in Other Plan Sections

Next, Ms. Rowles said that the other plan sections have references to education and outreach related activities. Ms. Rowles and Ms. Vallianos are tracking these items and coordinating with the consultants and staff working on these items to ensure that the requirements will be clear, cross-referenced, and not duplicative. Ms. Rowles noted that at this time, some of these items are clearly stated and interpreted, while others are still open to discussion. More details will be developed that will clarify these items in the next couple months. Ms. Rowles provided an overview of these items to give the committee a status report on them and to collect any input from the committee on these items.

Case Studies: Education and Outreach Best Practices

Ms. Rowles noted that for the plan update process, the consultants were asked to develop a set of case studies of innovative and successful education and outreach practices from metropolitan areas of a similar size. The intent of this effort was to support identification of practices that could be considered for use in the Metro Water District. Case studies were selected based to represent a broad range of messages and types of activities and to include programs that have received awards and recognition for their innovations and success.

Ms. Rowles presented eight of 13 case studies that were developed. The full set of case studies is available and will be distributed to the committee following the meeting.

The case study examples include the following:

- My Water Report, East Bay Municipal Utility District (CA)
- QWEL – Qualified Water Efficient Landscaper, Northern Utah (including Salt Lake)
- Change The Course, Colorado River Basin (and expanding)
- #Fogwaste Public Art Campaign, San Jose, CA
- Rain Check, Philadelphia, PA
- Social Media Program of the Northeast Ohio Regional Sewer District (Cleveland area)
- Ephesus On-Site Wastewater Outreach Program, Virginia
- Water Trailer, Denver Water (CO)
- Adopt-A-Pond, Hillsborough County (Tampa, FL area)
- Lady Bird E-Ambassador, DC Water (Washington, DC)
- Florida Water Star Accredited Professionals (Statewide)
- Los Angeles Environmental Learning Center At Hyperion
- Use Only What You Need Media Campaign, Denver Water (CO)

After presenting the case studies, Ms. Rowles asked for committee members to submit any comments or questions about them by November 18. She asked specifically for comments about ideas that might be incorporated into the Activities Table or other parts of the plan's Integrated Education and Outreach section.

Next Steps

The committee will next meet in early to mid-February. Committee members should submit comments on the plan update items discussed today by November 18 (requirements table, activities table, and education and outreach requirements in other plan sections, case studies).