



**Metropolitan North Georgia Water Planning District
JOINT EDUCATION / WASTEWATER
Technical Coordinating Committee Meeting Summary
May 19, 2011**

The Metropolitan North Georgia Water Planning District (Metro Water District) Education and Wastewater Technical Coordinating Committees (TCC) met jointly on Thursday, May 19, 2011 at 1:00 p.m. in the Allen S. Harden Amphitheatre at the R. Charles Loudermilk Center for the Regional Community, Atlanta, Georgia.

Attendance:

Bob Bourne, Cobb County	Stephanie Lewis, Cobb County
Terrell Clark, Paulding County	Mike Moffitt, Cities of Austell/Buford/ Hapeville/Fairburn/Palmetto/Union City
Bruce Coyle, Paulding County	Heather Moody, Gwinnett County
Erica Dunbar, Paulding County	Terry Moy, Clayton County WSA
Kevin Finney, City of Gainesville	Erica Pigott, City of Atlanta
Jennifer Fluwellen, Clayton County	Timothy Pugh, Paulding County
Catherine Fox, Fox Environmental, LLC	Richard Randolph, City of East Point
Mary Gazaway, Georgia EPD	Wayne Robinson, City of Stockbridge
Horace Gee, City of Gainesville	Jim Scarbrough, Gwinnett County
Keith Higgs, Douglasville-Douglas County WSA	Michael Strickland, Clayton County
Chris Hindman, City of Fayetteville	Keisha Thorpe, City of Peachtree City
Russell Kelly, Paulding County Water System	Emily Wingo, Georgia EPD
Sam Krishnan, City of Atlanta	

Charlene Njoroge opened the meeting by welcoming the Education and Wastewater TCC members, initiating self introductions and giving an overview of the agenda. The purpose of the meeting was to review the Multi-Family FOG Education Campaign, review 2011 Wastewater Implementation Survey Questionnaire and give an update on the "I'm In" Campaign and the Clean Water Campaign/I'm In Essay Contest.

Multi-Family FOG Education Campaign

Matt Harper gave an overview of the proposed Multi-Family Fats, Oils and Grease (FOG) Education Campaign. Mr. Harper began the presentation by stating the number one cause of sewer overflows is due to grease in sewer systems. Many local governments have set policies and activities in place to reduce the amount of grease that enters the sewer system, but education to residents and the food industry management and workers is needed. The Metro Water District currently has two educational pieces that educate food workers about proper disposal of grease. These two brochures are called: "Don't Get Lost in the FOG" and "Menu for a Cleaner Environment".

The Metro Water District would like to expand the current FOG education program to reach residents in multi-family homes. In order to reach this audience, the Metro Water District has partnered with the Atlanta Apartment Association (AAA) to distributed FOG messages to its

members and residents. The Metro Water District has drafted a door hanger which will be distributed by the AAA to all of the apartments within their association. Committee members were given copies of the draft door hangers and asked to please send in all comments no later than Friday, May 27, 2011.

In addition to the door hangers, the Metro Water District has drafted short messages that will be carried out through AAA's social media network, Facebook and Twitter and short articles which will be distributed through AAA monthly newsletters. Both committees agreed the partnership would be beneficial to reaching out to multi-family residents, but committee members suggested additional elements to include in the campaign. These elements included:

- Providing educational materials in other languages;
- Editing the messages to encourage composting; and
- Provide education materials to reach children.
- Incorporating FOG messages into District media campaigns.

The committee members suggested investigating the following options for getting FOG messages out to the region:

- Billboards;
- Bus and train wraps;
- Using social media such as Facebook and Twitter; and
- Placing messages and interviews on local access channels.

2011 Wastewater Implementation Survey Questionnaire

Each year the Metro Water District surveys its district members about their water management plan implementation activities. In the past, the Metro Water District sends out surveys to district members to complete and return. This year, the Metro Water District is proposing to send each district member a copy of their 2010 survey responses and ask them to review and report any changes. The committee members liked this approach.

I'm In Campaign Marketing and Public Relations Campaign

Grace Trimble with the Atlanta Regional Commission updated the committees on the progress of the "I'm In" Campaign by giving a quick overview of the "I'm In" Campaign kickoff event held on May 10th at E. Rivers Elementary School in Atlanta. Some of the kickoff activities included:

- Welcome speeches from Metro Water District Board Member, Katie Kirkpatrick and Atlanta Regional Commission Chairman, Tad Leithead;
- A water conservation song, sung by Pine Lake Council Member Melanie Hammett;
- Visits from water conservation mascots, City of Atlanta's Chatty and Hooch, City of Gainesville's Captain Conservation and Idbid's Waverly, and
- One hundred third grade students placing their blue hands on a banner, which will be displayed in the school.

Mrs. Trimble followed the presentation with an outline of next steps to continue the awareness of the "I'm In" Campaign and water conservation. Some of the next steps will include developing marketing and public relations campaign for "I'm In". The campaign would include things such as:

- Speaking to civic, homeowner and professional organizations;
- Hosting community and school contest;
- Business partnerships; and
- Developing a media campaign

Clean Water Campaign/I'm In Essay Contest

Charlene Njoroge announced the upcoming annual Clean Water Campaign/"I'm In" Essay Contest. Ms. Njoroge noted the essay contest name change due to the launch of the "I'm In" Campaign. Ms. Njoroge mentioned now is the time to explore new ways to promote the contest to increase school participation.

Planned and Ongoing Workshop

Ms. Njoroge asked for committee members to give an overview of any past or upcoming events; the following were mentioned:

- Clayton County held their Household Hazardous Waste Amnesty Day in April.
- DeKalb County participated in Children's Water Festival. This event partners with several local governments within the region to put on a day of water activities for area 5th graders. This year over 560 students participated.

The next education subcommittee meeting will be held on **Tuesday, August 9, 2011 at 10am**.
The next wastewater subcommittee meeting will be held on **Wednesday, August 17, 2011**.

Adjourn

There being no further business, the meeting was adjourned.