



**Metropolitan North Georgia Water Planning District  
EDUCATION  
Technical Coordinating Committee (TCC) Meeting Summary  
December 8, 2009**

The Metropolitan North Georgia Water Planning District (Metro Water District) Education Technical Coordinating Committee (TCC) met on Tuesday, December 8, 2009 at 10:00 a.m. in the Harry West Room at the Atlanta Regional Commission, Atlanta, Georgia.

**Members Present:**

Candace Crawford, Cobb County  
Erica Dunbar, Paulding County  
Scarlett Fuller, City of Gainesville  
Mary Gazaway, Georgia EPD  
Nancy Howard, Fayette County  
Stephanie Lewis, Cobb County  
Jennifer McLaurin, Fulton County  
Tonja Halton-Mincey, Henry County  
James Menize, City of Alpharetta

Fernell Patterson, Fulton County  
Tim Pugh, Paulding County  
Paul Pugliese, Univ. of GA Cherokee Ext.  
Kurlis Rogers, DeKalb County  
Barbara Seal, Gwinnett County  
Marry Sheffield, UGA Coop. Ext. Paulding  
County  
Emily Wingo, GA EPD

Charlene Njoroge opened the meeting by welcoming the Education TCC members, initiating self introductions and giving an overview of the agenda. The purpose of the meeting was to discuss upcoming and ongoing community outreach campaigns and events and begin discussing the 2010 Clean Water Campaign Media Campaign.

**Planned and Ongoing Workshops**

The following is a list of outreach activities taking place throughout the region by water educators:

- Gwinnett County will be moving from bill inserts to bill newsletters beginning in February 2010.
- Henry County is continuing their water education program with fifth grade students from Henry County School System and working to pursue their WaterFirst certification.
- Paulding County is beginning their Garden Academy in 2010 which will include a variety of classes and workshops related to gardening, water conservation and water quality.
- Fayette County is planning their annual Earth Day Event which will be held in Tyrone, GA.
- Cherokee County has just released the schedule for their Gardening with Masters Seminars given by the UGA Cooperative Cherokee County Extension Office.
- DeKalb County is finishing its 2009 Calendar Art Contest. DeKalb County has also developed a media campaign for their F.O.G. outreach program. F.O.G public service announcements (PSAs) are shown in movie theatres and played on radio stations throughout DeKalb County. The 60 second PSAs educates the public about how to properly dispose of fats, oils and grease.

- City of Alpharetta recently held an Electronic Recycle Day and is planning a Christmas Tree Recycling event for January 2010.

### **Public Awareness Discussion**

EPD announced the TMDL Program is introducing a new form of implementation planning known as the Watershed Improvement Planning Projects (WIPs).

Mrs. Njoroge gave a quick update on the "I'M IN" Water Conservation Campaign. The "I'M IN" planning committee has begun working to recruit volunteers to serve on a fundraising committee benefiting the "I'M IN" campaign. The fundraising groups will visit a variety of companies such as Coca-Cola and the Home Depot to discuss the "I'M IN" water conservation campaign and ask for financial support to fund "I'M IN". The fundraising presentations will begin in 2010. Grey Advertising created a two minute video to compliment fundraising PowerPoint presentation. Mrs. Njoroge showed the video to the committee. The planning committee will continue working with Grey Advertising to create the "I'M IN" website and grassroots toolkit.

Mrs. Njoroge distributed a list of "water holidays" to the committee members. The purpose of the list is give committee members ideas on easy outreach opportunities.

The Metro Water District is in the process of planning a media campaign for the Clean Water Campaign. In the past the media campaigns consisted on Clean Water Campaign produced PSA and local news station produced PSAs featuring station's meteorologist giving simple water pollution prevention messages, radio PSAs and theatre and outdoor advertising. TCC members reviewed current television PSAs and asked for their input on the components of the media campaign, the target audience and key messages. TCC members suggested the media campaign include the following new messages:

- What is Stormwater?
- Pesticides

and to include the following target audiences:

- Homeowners
- Students/children
- Commercial
- Landscapers

TCC members would also like to have the media campaign materials available in English and Spanish. TCC members also suggested creating 15 minute videos that can be used for training and displayed in government building lobbies and offices and a 30 minute video that can be shown on local government access channels.

Fix A Leak Week is scheduled for March 15-21, 2010. EPA provides an educational and promotional tool kit to distribute to local water utilities to distribute into their communities. The Metro Water District has requested EPA please distribute materials by end of December in order to give local governments ample time to promote Fix A Leak Week.

The next education subcommittee meeting will be held on **Tuesday, February 9, 2010 at 10AM.**

**Adjourn**

There being no further business, the meeting was adjourned.