



**Metropolitan North Georgia Water Planning District  
Education  
Technical Coordinating Committee Meeting Summary  
November 8, 2011**

The Metropolitan North Georgia Water Planning District (Metro Water District) Education Technical Coordinating Committees (TCC) met on Tuesday, November 8, 2011 at 10:00 a.m. in the Harry West Room of the Atlanta Regional Commission.

**Attendance:**

John Butler, Gwinnett County  
Ada Caston, City of College Park  
Jennifer Flowers, City of Gainesville  
Mary Gazaway, Georgia EPD  
Marjorie Hicks, Cherokee County  
Chris Hindman, City of Fayetteville  
Nancy Howard, Fayette County

Stephanie Lewis, Cobb County  
Heather Moody, Gwinnett County  
Alicia Pennie, DeKalb County  
Terry Porter, City of Alpharetta  
Kurlis Rogers, City of Atlanta  
Cornell Sims, Clayton Co Water Auth.  
Emily Wingo, Georgia EPD

Matt Harper opened the meeting by welcoming the Education TCC members and initiated group introductions.

**“I’m In Materials for Local Cable Access Channels**

Matt Harper discussed the concept of using local government cable access channels to promote the “I’m In” campaign. He presented the group with a draft slide to be aired on cable access channels. The group had the following comments:

- Make the letters M,D, and C of the website address capital letters to make it more readable in the limited time the message will be on the scene
- The call to action needs to be clearer
- The colors need to be bolder
- Will this have sound or will any type of voice over be used?
- Could you use animated words which are coordinated with voice over?
- Can local cable access channels run animated slides with voice over talent?

**Regional Educational Outreach Calendar for 2012**

Matt Harper opened the discussion and inquired if any local government currently implements a yearly plan for conducting education and outreach activities. Many local governments commented that while they are conducting outreach activities throughout the year there is no set schedule in place. Mr. Harper asked for ideas of certain dates to consider throughout the year. The committee had the following comments:

- The group noted that multiple jurisdictions are currently exploring the idea of having a joint 5K run in March and a children’s water festival in May.

- Start with a seasonal approach; leaf disposal in the fall and pet waste in the summer.
- It needs to be a quarterly schedule to allow local governments flexibility .
- We need to educate the public to change a certain behavior before that behavior takes place. So educate about proper grass clipping disposal before the grass clippings are created.
- Talk about the water-energy connection. Is hot water needed to wash clothes?
- Give each month a take on the various topics.
- Talk about reuse water and the high quality returns. Indirect potable as a focus.
- Training is needed for local inspectors to include FOG, pre-rinse spray valves, Illicit discharge inspections and grease traps.
- Talk to school building maintenance staff in the summer about fixing leaks and water savings.
- Educate homeowners who hire a lawn care service about responsible landscaping practices so they can police the people they hire.

**Adjourn**

The next Education TCC meeting is scheduled for **Tuesday, February 7, 2012 at 10:00am**. There being no further business, the meeting was adjourned.