

**Date: Fri      Time: 8:30-10:20am      Session: Outreach & Education**

**Moderator: Blake Alldredge**

**Note-taker: Sara Heilman**

**Notes From Discussion:**

1. Preaching to choir-how do we get the message to others?
2. -Use peer pressure-groups want recognition
3. -Food draws people
4. Plan around audiences schedules-Offer at different times of days, Plan outreach event for weekends
5. -Develop networks-ranchers, county judges, county commissioners
6. -Water test results, data not relevant to people, rather identify day to day life habit change, ie. Changing own oil, provide oil cans
7. Why is society ignorant about the environment when it's been in school 2 decades?
8. -Lack of resources-takes time, money, lack of parent involvement, lack of teacher training
9. -Citizen involvement and state standards-drive everything
10. -People's perception of outdoors-fear
11. -High teacher turnover, teachers not comfortable teaching Science
12. -Many faceted problem...Science becoming more technological, fear, Is it a losing battle? Overwhelming
13. -provide outdoor classrooms
14. -provide Spanish outreach material, reach more minorities, help minorities get involved in env. Resources, need to address the changing demographics
15. -tap into churches to reach minorities, vacation bible schools
16. -Translate scientific info to lay public-ie. Not using terms like watershed. Course-"water words that work"
17. -Provide canned presentations, different lengths, take time to talk to different groups
18. -Challenge ourselves to expand outside our circles and invite non-nature lovers to an outdoor experience
19. -Takes 5 experiences for students/citizens to get it. Be persistent.
20. -Future symposiums-need to reach out to rest of state
21. -State education policy makers are barriers (env. Illiterate)

**Resources:**

Groundwater to Gulf Summer Institute

Johnnie Smith-TPWD Education Manager

**3. Incentives for homeowners with yards to create water retention capacity?**

1. -complicated...needs to be an education campaign due to private property, Austin's working on pilot program to install rain gardens, rain water catchment in targeted neighborhood. Difficult.
2. -state bills: property tax exemptions, limiting HOH power to regulate rain barrels
3. -COA green infrastructure team-data shows small scale projects not as effective

#### 4. Signs

1. -consider placement, QR codes, vandalism (tactile, security screws, positive messaging-avoid rules)