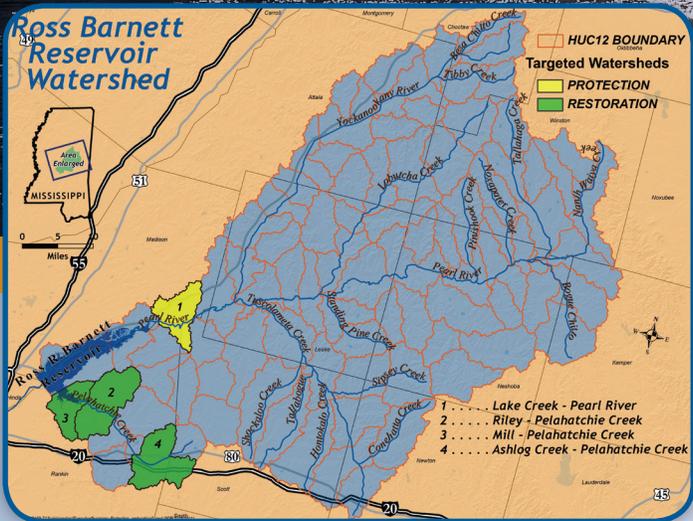
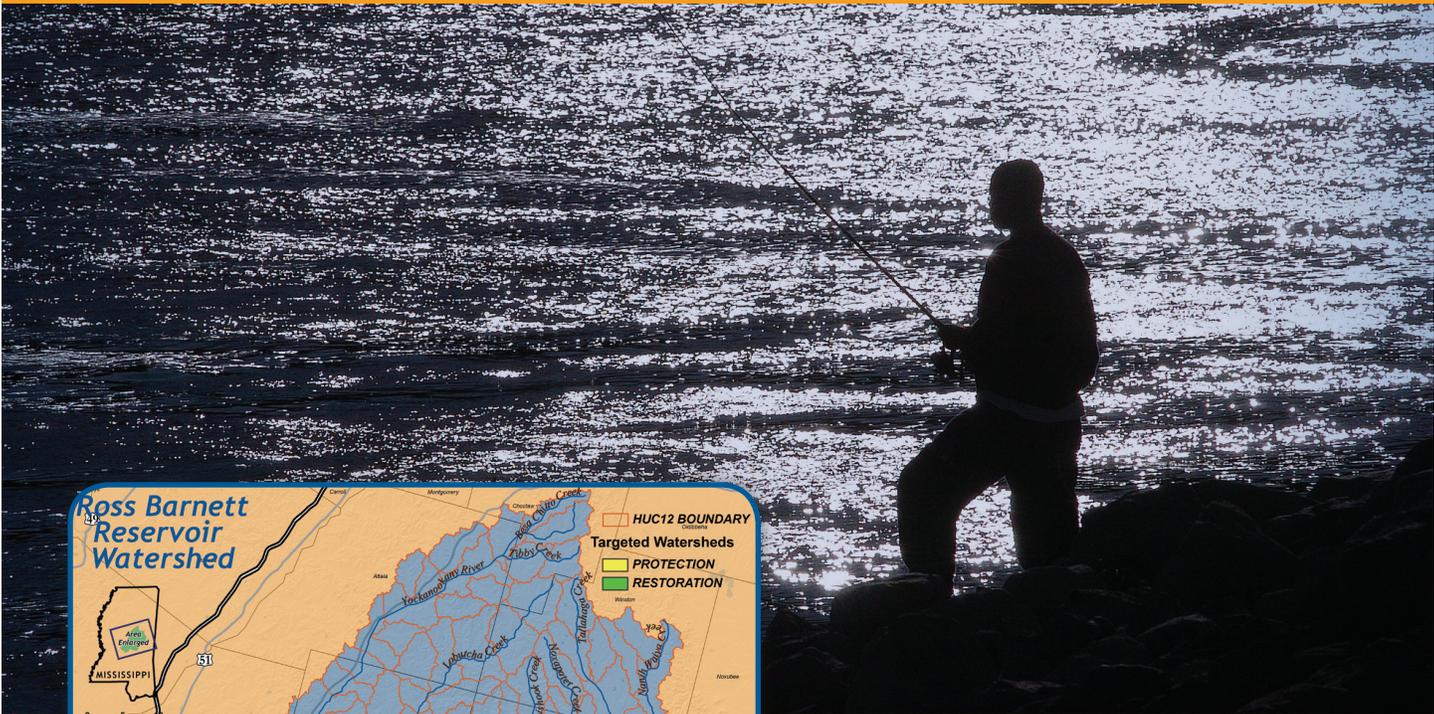




COMPREHENSIVE EDUCATION & OUTREACH PLAN
for
REZONATE!



COMPREHENSIVE EDUCATION & OUTREACH PLAN
FOR REZONATE!

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EXECUTIVE SUMMARY

The Mississippi Department of Environmental Quality (MDEQ) and the Pearl River Valley Water Supply District (PRVWSD) developed the Ross Barnett Reservoir Initiative to improve and protect water quality in the Reservoir and its surrounding watershed. The Reservoir is a primary drinking water source for the City of Jackson. The quality of water affects the stakeholder quality of life and economic development in central Mississippi. The educational component of this Initiative, known as *Rezonate!*, will educate local stakeholders about the importance of good water quality in the Reservoir and its watershed and what they can do to maintain clean water. Actions recommended in this Education & Outreach Plan will make citizens aware that their everyday activities have an impact on the Reservoir's water quality. **This Education & Outreach Plan is part of an overall strategy to protect and restore water quality in the Reservoir watershed, outlined in the *Comprehensive Protection and Restoration Plan for the Ross Barnett Reservoir Watershed, Mississippi* (FTN 2011). The Comprehensive Protection and Restoration Plan promotes the use of green infrastructure – a cost-effective, sustainable, and environmentally friendly approach to stormwater management.**



Mr. Whiskers is the *Rezonate!* mascot.

The *Comprehensive Education & Outreach Plan for Rezonate* is a tool to educate the public about water quality issues faced by the Ross Barnett Reservoir watershed. These issues include **sediment** originating from disturbed soils and construction sites and excess **nutrients** and **pesticides** applied to landscaped areas. **Pathogens** can reach surface waters from pet and animal waste and leaking septic systems. **Invasive plant species** growing in the Reservoir and **trash** found in recreational sites near the Reservoir round out the six primary water quality issues facing the Reservoir watershed. The *Comprehensive Education & Outreach Plan for Rezonate* focuses specifically on these issues. Actions recommended in the plan will equip citizens with the skills to better manage their everyday activities to improve water quality in the Reservoir watershed.

The *Comprehensive Education & Outreach Plan for Rezonate* has been developed based on the US Environmental Protection Agency (EPA) publication *Getting in Step: A Guide for Conducting Watershed Outreach Campaigns* (EPA 2003). As recommended by EPA, this Education & Outreach Plan establishes goals and objectives for specific targeted audiences, or citizen groups living and working within the Reservoir's drainage area. Goals are general statements that express the broad focus of activities. Objectives are defined as measurable actions that will lead to achieving the goals. There are six audiences included in this plan: 1) general public, 2) educators and students, 3) homeowner associations (HOAs), 4) recreational and civic groups, 5) decision-makers, and 6) developers and contractors. Quantifiable outcomes of the objectives will be used to evaluate the effectiveness of outreach activities for each audience.

The following list details some of the first steps outlined in the Education & Outreach Plan, which need to be accomplished early in the plan in order to meet education/outreach goals.

1. Complete a survey in the watershed area to assess the beliefs and perceptions of the local stakeholders. In order to accomplish many of the activities in the education plan, the present level of knowledge and understanding of the general public must be understood. Before conducting the survey, MDEQ personnel should coordinate with other groups, including *Keep the Reservoir Beautiful*, the Ross Barnett Foundation, and the Federation of Reservoir Area Homeowner Associations. These organizations should be given the opportunity to provide input into the survey questions. Information gleaned from the survey would be useful for operations of all of these groups.
2. Use the mascot "Mr. Whiskers" and collateral materials on a regular basis in order for the public to begin the association of the *Rezonate* logo and improved water quality in the Reservoir watershed. This requires attending local events on a frequent basis and coordinating with planners of local events. A list of events are attached in the Education & Outreach Plan, but include Pepsi Pops; Dragon Boat Races; sporting events held on or near the Reservoir; annual festivals held by the cities of Ridgeland, Flowood, Madison, and Brandon; and events at the Museum of Natural Science and the Children's Museum.
3. The development of a condensed, easy-to-market, one-week program that can be taken into the schools as programs conducted by outside individuals for teachers and students. This will promote the use of the complete 3-week curriculum for the Curriculum Challenge for schools in the watershed area. Project managers should consider partnering with *Keep the Reservoir Beautiful* efforts to work local schools to co-promote both efforts.

4. Establish model areas for rain garden and rain barrels in different areas of the watershed. These will bring awareness of the ease and beauty of stormwater management, as well as, introduce stakeholders to the concept of green infrastructure.
5. Hold training workshops and/or other educational opportunities for contractors, developers, and business and government officials. These educational opportunities need to be aligned with a developing certification process for stormwater management and other nonpoint source pollution control measures.

The Education & Outreach Plan includes a 5-year implementation schedule. However, this is just the beginning. Successfully reducing nonpoint source pollution and improving water quality in the Reservoir watershed will require a long-term commitment on the part of *Rezonate* project managers, partner agencies, and especially the citizens who live and work near the Reservoir. The activities recommended in this Plan will serve as the starting point for developing an educated and motivated citizen group who are dedicated to maintaining good water quality in the Reservoir, now and for generations to come.

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LIST OF ACRONYMS AND ABBREVIATIONS

BMP	best management practice
BSD	Best Site Design
CPCSC	Certified Professional in Erosion and Sediment Control
EPA	United States Environmental Protection Agency
ESC	erosion and sediment control
FAQs	Frequently Asked Questions
GI	green infrastructure
GIS	geographic information system
HHM	Hazardous Household Materials
HOA	homeowner association
LID	low-impact design
MDEQ	Mississippi Department of Environmental Quality
MDOT	Mississippi Department of Transportation
MFC	Mississippi Forestry Commission
MS4	municipal separate storm sewer system
MSU	Mississippi State University
MSWCC	Mississippi Soil and Water Conservation Commission
NEMO	National Education for Municipal Officials
NRCS	Natural Resources Conservation Service
PRVWSD	Pearl River Valley Water Supply District
PSA	Public Service Announcement

INTRODUCTION

The Mississippi Department of Environmental Quality (MDEQ) and the Pearl River Valley Water Supply District (PRVWSD) are seeking to educate various target audiences about the importance and value of the Ross Barnett Reservoir and involve stakeholders in protection and restoration activities within the watershed (Figure 1). This education plan will heighten awareness of water quality and environmental issues facing the Ross Barnett Reservoir as well as the economic impact and recreational opportunities that improve property value and quality of life near the Reservoir. *Rezonate!* is an education and outreach plan specifically designed to:

1. Raise public awareness about the environmental impacts of nonpoint source pollution activities within the Ross Barnett Reservoir watershed;
2. Educate stakeholders about the absolute importance of protecting and restoring the water quality of the Reservoir and equip them with the skills necessary for behavior change; and
3. Involve local stakeholders in restoration and protection activities within the watershed.

The *Comprehensive Education & Outreach Plan for Rezonate!* has been designed to reach selected targeted audiences using techniques that are expected to be effective and cost-efficient. Tactics used in many other parts of the country were reviewed in preparation of the development of this plan. Only those that have been successfully used were selected.

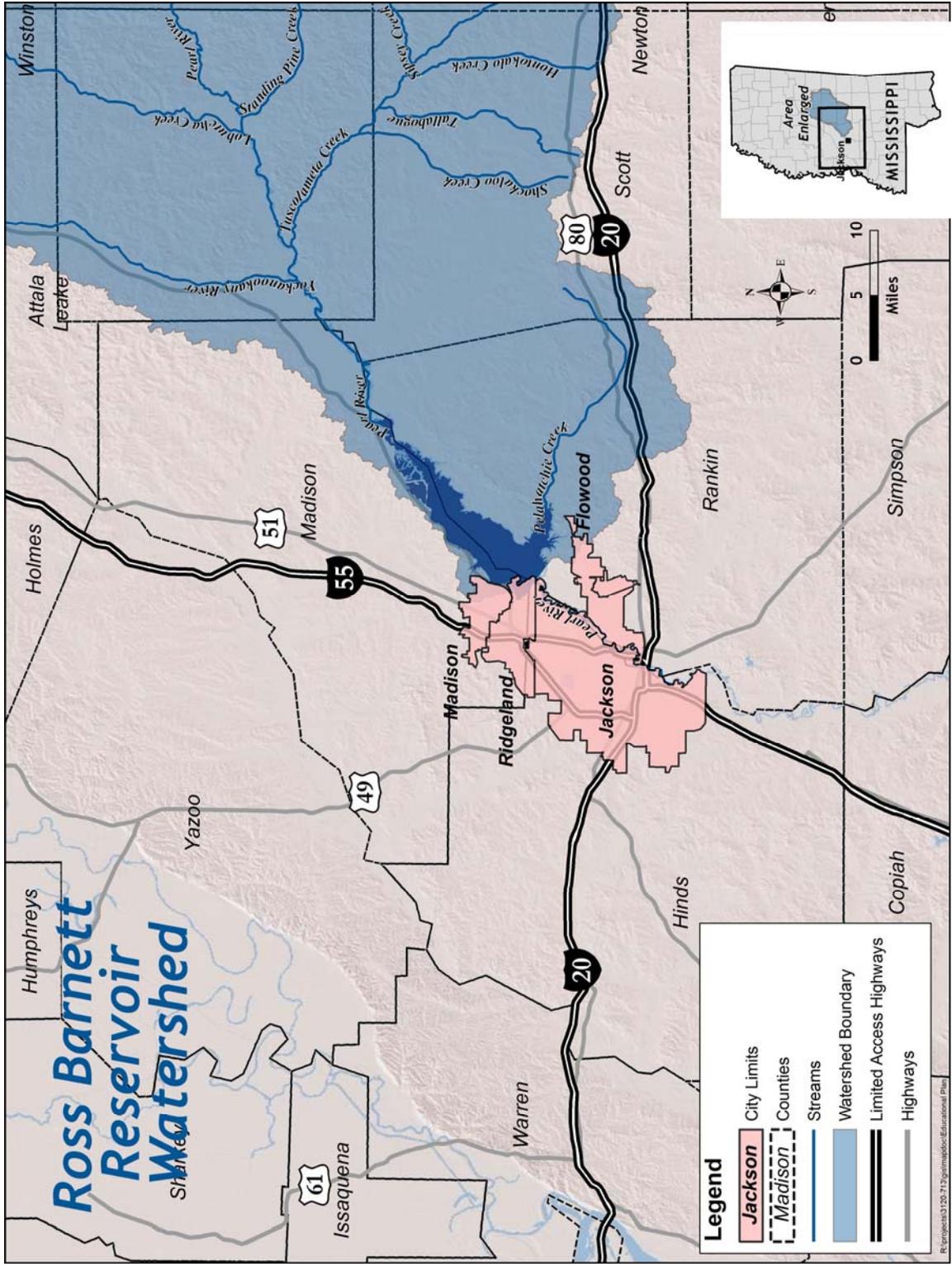


Figure 1. Ross Barnett Reservoir watershed.

This plan focuses on several overarching principals for maximizing the cost-effectiveness of its implementation.

1. Use leveraging for funds and outreach. Leveraging involves working with other organizations that are engaged in educating the public about environmental issues. Developing relationships with other organizations will lead to opportunities to share funding and resources.
2. Promote the *Rezonate* brand at every opportunity. People need to see the *Rezonate* logo and mascot as often as possible. Use the logo on all collateral materials and presentations. Look for opportunities to promote the brand in a creative way.
3. Practice adaptive management. As the plan is implemented, project managers should continually evaluate success of the various programs. If something is not working as it should, project managers should be willing to make adjustments and modify and try new approaches.

Rezonate includes the entire Reservoir watershed, but will target publics in the five counties surrounding the Reservoir (Hinds, Rankin, Madison, Scott and Leake). *Rezonate* focuses on six issues of concern that could negatively impact water quality in the Reservoir. These issues are sediment, nutrients, pathogens, current use pesticides, invasive aquatic species, and trash. All of these issues can be caused by both point and nonpoint source pollution. Point source pollution can be traced back to a single source and is often regulated through permits. In contrast, nonpoint source pollution cannot be attributed to a single source. They are the most significant pollutant sources in the Reservoir watershed. Nonpoint source pollutants are often carried in stormwater from urban areas, construction sites, and other areas where land and its natural vegetation are disturbed.

With this plan, *Rezonate* will attempt to reduce the amount of nonpoint source pollutants entering the Reservoir from its surrounding watershed area through education of specific targeted audiences. Stormwater runoff carries most of the pollutants addressed in the plan. Heavy rains wash sediment from eroding land surfaces and stream banks, nutrients and pesticides from lawns and gardens, and pathogens from areas with human and pet waste. This education plan focuses on ways individuals can modify their behavior to reduce the amount of these pollutants reaching the Reservoir. This will be done by educating individuals about best management practices

(BMPs) to reduce pollutant sources and transmission of pollutants in stormwater runoff. It will build a sense of community pride and incite a desire for the community to protect and restore water quality in the Reservoir.

The end result of the Education & Outreach Plan will be to modify stakeholder behaviors that contribute to nonpoint source pollution and replace those with actions to improve water quality. Behavior modification is a multi-step process. The project manager must first develop programs based on the public's current "beliefs and perceptions" about water quality. Next, the project manager will work to build an awareness of nonpoint pollution sources and their impact on water quality in the Reservoir. The concept for this education and outreach plan is based on the principle of intentionality (Malle and Knobe 1997) which states that five basic components of change must be attained in order to modify behaviors. These elements are awareness, belief, desire, skill, and intention. With this theory in mind, the developers of the Education & Outreach Plan have set out to build awareness of water quality issues and impart the skills needed to make change possible. With awareness and skills in place, stakeholders will gain the desire and intention to alter the behaviors targeted by *Rezonate*.

Initiative Goals

As stated previously, this Education & Outreach Plan is part of the *Comprehensive Protection and Restoration Plan for the Ross Barnett Reservoir Watershed, Mississippi* (FTN 2011). The Protection and Restoration Plan included a vision statement and associated goals for *Rezonate* (see Appendix A for vision statement). Actions recommended in the Education & Outreach Plan are consistent with these goals, which are identified below.

1. Develop a group of champions that will lead water quality improvements now and will continue the vision into the future.
2. Promote a sense of community, citizen pride and involvement, and personal responsibility among residents of central Mississippi;
3. Protect and restore water quality and the designated/desired uses in the Reservoir; and
4. Maintain a healthy balance and diversity in using land and its resources in the Ross Barnett Reservoir watershed.

Issues

The six priority issues in the Reservoir watershed include:

1. Sediments and turbid water,
2. Nutrient enrichment and algae growth,
3. Bacteria and other pathogens,
4. Pesticides (commonly used herbicides and insecticides),
5. Invasive aquatic plant species, and
6. Trash dumping and littering in and around the Reservoir and its shoreline.

The *Comprehensive Protection and Restoration Plan for the Ross Barnett Reservoir Watershed, Mississippi* includes an evaluation of the severity of each of these issues in subwatersheds of the Reservoir. Detailed implementation plans to address these issues in three high-priority subwatersheds were developed. The Education & Outreach Plan will enhance implementation activities in the high-priority subwatersheds.

Education & Outreach Goals and Objectives

The Education & Outreach Plan establishes goals for each target audience. The goals are broad, overall statements about what *Rezonate* hopes to accomplish through implementation of the Plan. This Plan includes goals for six target audiences. Objectives have been developed for each goal and are the core of the Education & Outreach Plan. Objectives define the actions needed to meet the goals of the Education & Outreach Plan. Each objective is written so that it will result in measurable outcomes upon which the program's evaluation will be based.

Schedule and Budget

The Education & Outreach Plan lays out an implementation schedule for activities to achieve the goals for each target audience. The schedule, provided in Appendix B, is preliminary and will depend on funding, personnel, and other resources available. **Efficiency of implementation programs could be improved by cooperating with ongoing programs**

administered by the MDEQ Nonpoint Source Section and other agencies and groups. The Plan will describe opportunities for combining activities associated with other programs.

This plan presents a proposed schedule for 18 months with the goal of adding on to the schedule as the campaign progresses. A monthly schedule is developed for the first 18 months of implementation activities. Later activities, from months 19 to 60, are scheduled on a quarterly basis. The schedule calls for objectives aimed at the most critical target audiences to be implemented in the first years and incorporates additional audiences in subsequent years.

The Plan includes an estimated budget for personnel time and materials required for implementation. The budget was developed with the assumption that personnel associated with MDEQ, PRVWSD, or another organization would be tasked with the work objectives. Budget estimates were developed with an assumed cost-per-hour for all project personnel. Actual cost could vary depending on the salary of the individuals and opportunities for cooperating with other resource agencies. The estimated budget is provided in Appendix C.

Funding for the Plan can be maintained through the use of federal resources such as the US Environmental Protection Agency (EPA) Section 319 Funds, as well as, funds leveraged from local agencies, donations and grants. EPA funds environmental education grants and provides information on other environmental education funding sources¹.

Target Audiences

The Education & Outreach Plan will be designed to meet the educational needs of specific audiences that live, work, and recreate in the Ross Barnett Reservoir watershed. Identification of target audiences will allow MDEQ/PRVWSD to tailor messages and education materials for the *Rezonate* Initiative. Specific goals and objectives for each target audience have been designed to reflect each group's areas of expertise, interests, or opportunities to take actions to improve water quality. The target audiences included in the Education & Outreach Plan are listed below.

1. General public;
2. Educators and students in area schools;

¹ <http://www.epa.gov/enviroed/grants.html>

3. Homeowner associations (HOAs);
4. Area civic and recreational organizations;
5. Decision-makers, municipalities, municipal staff, and inspectors;
6. Local leaders (elected officials, public department heads, planners, and economic development officials) and business owners; and
7. Land development professionals, developers and contractors.

Other target audiences that focus on land management activities that are more prevalent outside of the five-county area could be added to the Education & Outreach Plan in the future. These audiences include owners of agricultural lands and owners of forested lands engaged in silviculture (forest harvesting). Education and outreach activities designed for these target audiences could be leveraged with existing education programs conducted by the Natural Resources Conservation Service (NRCS), Mississippi Forestry Commission (MFC), Mississippi Soil and Water Conservation Commission (MSWCC), and others.

The objectives described in this document are ranked as **high priority (HP)**, **medium priority (MP)**, and **low priority (LP)**. The rankings are intended to guide project managers toward the most essential activities in the early stages of the campaign. Lower priority activities can be added at a later stage as the campaign progresses and funds allow. Each targeted audience's objectives are ranked independently of the others. This allows for the Plan to be distributed among the audiences without losing the effectiveness of the plan.

1.0 GENERAL PUBLIC

The general public is defined as all of the people living, working, and recreating in the Ross Barnett Reservoir watershed. The goals and objectives for this audience pertain to all target audiences.

Goal 1.1 *Rezonate* Initiative Awareness

Members of this audience will be aware of the *Rezonate* Initiative.

Objective 1.1.1 Baseline Survey and Annual Follow-Up Survey

Develop and conduct a baseline survey to learn demographics along with attitudes and perceptions of local stakeholders. The survey will be used to develop public relations materials that best fit the needs of local stakeholders who live near the Reservoir and use the Reservoir for drinking water or recreation. Follow-up surveys will be conducted yearly to measure the **success** and **social change** realized through *Rezonate* by assessing stakeholder understanding, attitudes, and perceptions of nonpoint source pollution in the watershed. Results will be used to modify materials in order to better educate stakeholders. An example survey developed by Wilder Research for the Capital Region Watershed District Survey is included in Appendix D. This survey could be modified for use in the Reservoir watershed.

Objective 1.1.1	Baseline Survey and Annual Follow-Up Surveys (HP)
Time Frame	Year 1: Baseline Years 2-5: Follow-up
Performance Measures	Number of completed surveys
Budget	Year 1: Personnel = 80 hours \$100,000 for survey consultant Years 2 - 5: \$30,000 per year for survey consultant
Tools	Research is the compilation and interpretation of survey results. Appendix D contains a survey that may be modified for use in the Reservoir.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Select survey consultant and work with consultant to develop appropriate survey materials for baseline survey.
Survey consultant	<ul style="list-style-type: none"> • Administer survey and compile results.
Volunteer surveyors	<ul style="list-style-type: none"> • Conduct survey.
Community participants	<ul style="list-style-type: none"> • Participate in survey.
Project manager	<ul style="list-style-type: none"> • Review survey results and use results to guide education outreach activities for the general public audience. • Develop and conduct annual follow-up surveys for smaller groups within the target audiences, consider working with a survey consultant if needed. • Modify materials as needed.

Objective 1.1.2 Attend Local Events

Attend local events as they occur and distribute collateral materials to interested members of the general public. Materials will make the public aware of **water quality issues** in the Reservoir watershed. A list of recommended local events is included in Appendix E. When appropriate for the event, include an appearance of the Mr. Whiskers mascot.

Objective 1.1.2	Attend Local Events (HP)
Time Frame	Years 1-5 and throughout the duration of the project
Performance Measures	12 events per year; number of attendees.
Budget	Personnel= 60 hours per year Collateral Materials= \$1,200 per year <u>Approximate costs:</u> Flyers: \$0.05 per sheet Decals (3 inches by 4 inches, one color): \$0.50 per sticker
Tools	Collateral materials as listed in Section 8.0. Appendix E contains a list of local events.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Schedule, prepare for, and attend meetings • Distribute collateral materials. • Arrange for Mr. Whiskers and spokesperson for event. • Follow up with attendees to answer any questions or provide other requested information. Contact attendees that expressed interest in the Watershed Team and solicit their participation.

Objective 1.1.3 Speaking Engagements

Secure speaking engagements (goal of six speaking engagements per year) to inform the public and civic organizations about *Rezonate* and encourage them to become involved in addressing the **issues**. The project manager will also work to educate the public about environmentally responsible fishing and boating practices and other stormwater management practices. When appropriate, the project manager will use the education & development video along with a PowerPoint presentation developed for the General Public target audience.

Objective 1.1.3	Speaking Engagements (HP)
Time Frame	Years 1-5
Performance Measures	Number of speaking engagements per year (goal of 6); number of requests for spokesperson; number of attendees at the events attended.
Budget	Personnel = 30 hours per year Collateral Materials = \$600 per year <u>Approximate costs:</u> Flyers: \$0.05 per sheet Decals (3 inches by 4 inches, one color): \$0.50 per sticker
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact event organizers and request opportunities to speak. • Prepare for specific meetings (i.e., educators, boaters, civic organizations). • Attend meeting and deliver presentation. • Distribute collateral materials. • Follow up with group leaders after meetings.

Objective 1.1.4 News Releases, Stories, and Collateral Materials

Develop timely news releases, feature stories, and collateral materials to raise public awareness among recreational users and homeowners of *Rezonate* and opportunities for boaters and homeowners to participate. Brochures will be developed or modified from EPA Nonpoint Source Toolbox or the draft flyer developed by The Cirlot Agency, which can be found in Appendix H, to inform boaters how to identify invasive aquatic plants (e.g., hydrilla, water hyacinth and alligator weed) and encourage environmentally sound practices (e.g., motor maintenance, not wake zones and adherence to waste and trash containment) that minimize spreading of these plants (e.g., washing boats before moving them to another waterbody) and maintain a healthy reservoir. These brochures will be made available at speaking engagements, public marinas and boat launches, as well as boating retailers and maintenance shops. Within 24 months, the project manager will coordinate with PRVWSD and develop signs to be posted at public boat launches and boat docks that feature information on identification of invasive species aquatic plants. Aquatic invasive species plant cards are also available from North American Lake Management by request from their website². A news release should be issued at the time that the signs are posted to make the public aware of them. Feature stories could include

² <http://www.nalms.org/nalmsnew/nalms.aspx?subcatid=88&Sid=3>

information about the Watershed Team Leaders and participants in *Rezonate* activities. News releases could, for example, focus on local Master Gardeners and encourage individuals to incorporate green infrastructure (GI) principles into their landscaping, including vegetative buffer zones, native vegetation, rain gardens and rain barrels. The stories will be posted to the news section on the *Rezonate* website³. Appendix H lists all resources and their websites.

Objective 1.1.4	Timely News Releases, Feature Stories, and Collateral Materials Targeted to Boaters and Homeowners (HP)
Time Frame	Years 1-5
Performance Measures	Number of individuals reached; number of materials distributed (goal of four releases per year).
Budget	20 hours per news release/feature story preparation as needed 80 hours/year
Tools	Public relations described in Section 8.0. Appendix H contains a list of resources and their websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Modify brochures from EPA Toolbox. • Distribute brochures. • Develop signage. • Post signage. • Research stories. • Conduct interviews. • Compile information. • Prepare story. • Release story to proper entity. • Post story on website.

Objective 1.1.5 Collateral Materials and Flyers for Local Events

Work to develop new collateral materials for *Rezonate* to use at speaking engagements. Brochures developed in the first 18 months and will be based on existing EPA materials (EPA website is listed in Appendix H) to increase the public’s understanding of the terms “watershed” and “point source” and “nonpoint source” pollution and why they are important. Flyers developed with the Education & Outreach Plan will be printed for distribution at local events. Also, collateral materials such as trash bags and window decals for use in promoting awareness of *Rezonate* will be produced.

³ www.Rezonate-ms.org

Objective 1.1.5	Brochures, Flyers, and Collateral Materials to Teach Public about Watersheds, Point Source Pollution, and Nonpoint Source Pollution (HP)
Time Frame	First 18 months
Performance Measures	Number of materials distributed; number of contacts made.
Budget	120 hours for developments of new collateral materials. Material costs included in Objectives 1.1.2 and 1.1.3.
Tools	Collateral materials as listed in Section 8.0. Appendix H contains a list of resources and their websites. Appendix M contains designs for window decals, garbage bags, and flyers.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Develop new materials or acquire materials from EPA toolbox that are appropriate. • Print brochures and flyers, produce collateral materials. • Distribute materials at local events and speaking engagements.

Objective 1.1.6 Signs for Roadways and Recreational Areas

Contact officials with Rankin and Madison counties and the Mississippi Department of Transportation (MDOT) to receive information on sign ordinances. Design signage that meets requirements and is consistent with the *Rezonate* brand. The design of final signs will be based on the preliminary designs developed with the Education & Outreach Plan. Signage may be placed on road right-of-ways, on light poles in different areas around the Reservoir (e.g., spillway road), and near boat ramps and camping areas as allowed by PRVWSD. The signage will mark the Ross Barnett Reservoir watershed to make individuals aware that they live or work within the Ross Barnett Reservoir watershed and discourage littering.

Objective 1.1.6	Signs for Roadways and Recreational Areas (LP)
Time Frame	First 18 months
Performance Measures	Number of contacts made; number of signs posted on roadways; number of signs posted in recreational areas
Budget	20 hours for contacts plus 20 hours for sign design. 20 hours for sign installation plus 20 hours for assistant sign installation. 20 signs at \$150 per sign.
Tools	Collateral material as listed in Section 8.0. Preliminary road sign design is included in Appendix M.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact and collaborate with Rankin and Madison County officials • Contact officials at MDOT. • Design signage for roadways and recreational areas that meet requirements. • Recruit assistance with sign installation. • Locate appropriate area for installation. • Secure equipment for sign installation. • Install signage.
Assistant for installation	<ul style="list-style-type: none"> • Install signage.

Objective 1.1.7 E-Newsletter

Compose and send quarterly e-newsletters to inform the general public, the Watershed Team, homeowner groups, civic organizations, and local leaders of current activities, notices of Watershed Team meetings, educational information, and volunteer opportunities. E-newsletters will also include tips for water quality management applicable for the general public and other target audiences. The project manager will develop an e-mail distribution list during the initial stages of *Rezonate* and update it monthly. *Rezonate* e-newsletters will also be available on the *Rezonate* website.

Objective 1.1.7	E-Newsletter (MP)
Time Frame	Quarterly, years 1-5
Performance Measures	Number of addresses for e-newsletter; number of individuals reached.
Budget	20 hours per e-newsletter (80 hours per year).
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Compose e-newsletter. • Secure email addresses. • Send e-newsletter to email list. • Publish newsletter to <i>Rezonate</i> website. • Continue to update email lists. • Develop and publish newsletters on a quarterly basis.

Objective 1.1.8 Update Rezonate Website

Update the *Rezonate* website monthly. Include volunteer opportunities for students and civic groups, tips for improving the watershed for homeowners, and information about the watershed group for all target audiences. Educators will also be able to locate a featured educational activity from the 3-week curriculum. EPA offers an “Environmental Tip of the Day” widget that could be added to the *Rezonate* website. This feature will give a different environmental tip and links to more information each day⁴. The project manager will secure technical assistance for maintaining and updating the site.

Objective 1.1.9 Post Monthly Updates on Social Media Sites

Post monthly updates on social media sites (Facebook page and Twitter) to encourage conversations about local interests and concerns about the Reservoir watershed. The project manager will maintain the sites and act as webmaster.

⁴ <http://www.epa.gov/earthday/widgets/index.htm>

Objectives 1.1.8 and 1.1.9 Update Rezonate website and maintain social media (HP)	
Time Frame	Monthly, years 1-5
Performance Measures	Number of hits on Rezonate website, social media; number of individuals reached.
Budget	4 hours per month for composition and delivery of updated social media sites. 6 hours per month for composition and delivery of updated website. Plus annual cost of technical assistance for website maintenance.
Tools	Rezonate website and social media
Participant	Strategy
Project manager	<ul style="list-style-type: none"> Secure funding and select appropriate entity to provide technical assistance for website and social media. Research pertinent information for website. Post on website and social media. Answer any questions that may be posted.

Objective 1.1.10 Inform Residences about Rezonate

Send educational information to residences. Work to cooperate with the public water supply providers in Rankin, Madison, and Hinds counties to include information with water bills. Coordination will help with assembling appropriate mailing lists and may help save postage if information could be included with water bills. Many providers use a “post card” type of water bill, so this may only be possible in some cases. Information will inform residents that the Reservoir is used to supply drinking water for the City of Jackson. The information will include actions residents can take to improve water quality in the Reservoir.

Objective 1.1.10 Inform Residences About Rezonate (HP)	
Time Frame	First 18 months
Performance Measures	Number of residents reached.
Budget	20 hours to develop material; 20 hours to contact water suppliers; 10 hours to coordinate mailings.
Tools	Collateral material as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> Assemble information for mailers. Contact water supply companies for coordination. Print information for residents. Send information in the most efficient manner possible, include with water bills if feasible.

Objective 1.1.11 Update Media Kit

Update the media kit bi-annually. The kit contains the *Rezonate* vision statement, water quality fact sheets, and press releases concerning *Rezonate* and WaterFest. The press releases will be updated, but the vision statement and water quality fact sheets may not need to be regularly updated. The project manager will make the media kit available to media representatives upon request.

Objective 1.1.11	Update Media Kit (MP)
Time Frame	Updated biannually
Performance Measures	Number of requests for media kit.
Budget	8 hours every 6 months for update.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Research needed information for media kit • Update kit. • Make available to public as requested.

Objective 1.1.12 Develop Watershed Maps

Develop maps of the Reservoir watershed that can be incorporated into public relations materials and posted on the website. The maps will help local citizens find their watershed on a map and/or show the names of subdivisions that directly drain to the Reservoir. Post map on *Rezonate* website and use in educational materials.

Objective 1.1.12	Develop Watershed Maps (MP)
Time Frame	2 nd quarter
Performance Measures	Number of maps displayed.
Budget	20 hours for development. 4 hours for geographic information system (GIS) work. 2 hours for website posting.
Tools	Collateral materials, the <i>Rezonate</i> website, and social media, all as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Identify the names and locations of subdivisions near the Reservoir. Use available maps and coordinate with local government planners to confirm. • Coordinate with GIS technical support to develop map. • Incorporate map into public relations materials • Incorporate map onto website.

Objective 1.1.13 Plan and Conduct WaterFest Annually

Plan and conduct WaterFest annually, preferably during the third week in April. Details of planning WaterFest are provided in the WaterFest Planning Manual available from MDEQ.

Objective 1.1.13	Plan and Conduct WaterFest (HP)
Time Frame	Plan event during the first quarter of each year. Conduct event annually approximately the third week in April.
Performance Measures	Number of attendees, number of exhibitors, number of sponsors and amount of funding.
Budget	Year 1: \$40,000 Year 2: \$35,000* Year 3: \$30,000* Year 4: \$25,000* Year 5: \$20,000* for planning and conducting event 20 hours for event follow-up. (*Assumes increased levels of private sponsorship each year.)
Tools	WaterFest Planning Manual available from MDEQ. Public relations as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Select Planning Team Members. • Coordinate event planning.
WaterFest Planning Team	<ul style="list-style-type: none"> • Recruit sponsors, volunteer, school groups and others to participate in WaterFest. • Use WaterFest Action Document to plan and conduct WaterFest.
Volunteers	<ul style="list-style-type: none"> • Attend planning meetings. • Identify ways to improve the event and provide new ideas. • Assist with solicitation of sponsors, exhibitors, and volunteers.
Sponsors	<ul style="list-style-type: none"> • Assist with WaterFest.

Objective 1.1.14 Collaborate with Other Agencies

Collaborate monthly/yearly with other agencies and programs (e.g., Mississippi State University [MSU] Cooperative Extension Service, Chambers of Commerce meetings) to promote *Rezonate* and to provide information to local citizens about the importance of BMPs for fertilizers and pesticide application, native vegetation buffers, rain barrels and gardens, and other low-impact design (LID) and/or GI practices. **Collaboration with other agencies will promote positive relationships and offer opportunities to distribute information about *Rezonate* to broader audiences.** Appendix I contains a

list of agencies and programs available to the public. Appendix F contains information on BMPs to maintain or improve water quality in the watershed.

Objective 1.1.14	Collaborate with Other Agencies (HP)
Time Frame	Monthly/yearly
Performance Measure	Increased number of collaborations.
Budget	96 hours per year for collaboration.
Tools	Appendix I contains list of agencies and programs available to the public. Appendix F contains information on BMPs to maintain and improve water quality in the watershed.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Meet with agency officials. • Collaborate on events where partnerships are available. • Follow through with collaboration when possible.
Sponsors	<ul style="list-style-type: none"> • Assistance with collaborations as needed

Objective 1.1.15 Rezonate Citizen's Guide

Develop an amendment to MDEQ's Citizen's Guide for the Pearl River Watershed that includes information about *Rezonate*, and use the information in educational workshops.

Objective 1.1.15	Rezonate Citizen's Guide (LP)
Time Frame	Develop Guide in the first 18 months. Annual workshops in years 2-5.
Performance Measure	Number of individuals reached.
Budget	60 hours for development. 8 hours/year for workshops.
Tools	Public relations examples can be found in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Develop amendment to MDEQ's Citizen's Guide for the Pearl River Watershed. • Research information for the <i>Rezonate</i>. • Participate in educational workshops.
MDEQ personnel	<ul style="list-style-type: none"> • Assistance with implementation and development.

Objective 1.1.16 Annual Performance Review

Review performance measures annually and identify areas for improvement. Appendix G lists the specific performance measures for each objective.

Objective 1.1.16	Annual Performance Review (HP)
Time Frame	Annually
Performance Measures	Number of performance measures met.
Budget	20 hours per year for review and amendments.
Tools	Appendix G contains a list of specific performance measures for each objective in this Plan.
Participant	Strategy
Project manager, MDEQ Basin Management Section and PRVWSD Personnel	<ul style="list-style-type: none"> • Review or assess performance measures. • Identify areas of need. • Plan for improvements. • Meet with needed individuals for implementation of improvements.

Goal 1.2 Inform Members of Focus of *Rezonate*

Members of this audience will know that *Rezonate* is focused on nonpoint source pollutants, including sediments, nutrients, pathogens, and pesticides. Members will understand that *Rezonate* is also tracking problems with trash and invasive species.

Objective 1.2.1 Develop Public Relations Materials

Develop Public Service Announcements (PSAs) and other public relations materials to inform the public that stormwater transports nonpoint source pollutants to the Reservoir. Other potential topics include the importance of stormwater better site design practices to reduce the amount of stormwater generated at developed sites, the negative effects of impervious surfaces, how to identify illicit discharges and aquatic invasive species, the importance of responsible boating practices, and proper trash disposal. Consider partnering with local weather forecasters to run the PSAs during local news broadcasts.

Objective 1.2.1	Develop PSAs and Public Relations Materials (HP)
Time Frame	Develop materials in the first 18 months.
Performance Measures	Number of PSAs run; number of individuals reached.
Budget	40 hours to write and produce PSA/biannually, 8 hours to identify/solicit media. Cost to run the PSA will vary depending on current media price and the availability of discounted or free spots.
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager/assistant	<ul style="list-style-type: none"> • Select issue of concern. • Develop concept and obtain approval. • Produce PSA and or materials. • Identify /solicit media to air the PSA. • Run PSA.

Objective 1.2.2 Develop and Place Storm Drain Markers

Use storm drain markers to make the public aware that storm drains carry water and material to streams that flow to the Reservoir. Print storm drain markers developed with the Education & Outreach Plan. A copy of the storm drain markers can be found in Appendix H. The project manager will also collaborate with other programs such as *Adopt-A-Stream* and Boy/Girl Scouts to install the markers on storm drains so the public will not dump material (fertilizers, pesticides, oil, and other household chemicals) into storm drains or onto the ground. By year 5, at least 90% of the neighborhoods located within the PRVWSD lease area will have storm drain markers installed.

Objective 1.2.2	Develop and Place Storm Drain Markers(MP)
Time Frame	Year 1: Develop. Years 2-5: Mark storm drains.
Performance Measures	Number of markers placed; goal of 90% by year 5; number of groups involved in marker installation.
Budget	20 hours/year for coordination, assumes that all time for installation is volunteers
Tools	Collateral materials as listed in Section 8.0. Appendix H contains a copy of the storm drain marker and pertinent websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Check with city/county engineers about any requirements for marker installation. • Select subdivisions for installation of storm drains, contact the HOA leaders or subdivision managers to obtain permission. • Select public areas (near businesses and roads) for marking. • Coordinate with local groups for marker installation. • Distribute markers.
Volunteers (scouts, Adopt-a-Stream, and others)	<ul style="list-style-type: none"> • Mark local storm drains, provide <i>Rezonate</i> educational materials to interested residents during the marking process.

Objective 1.2.3 Conduct Secchi Day

Conduct Secchi Day annually according to guidance available from the National Secchi Dip-In, sponsored by Kent State University, EPA, and the North American Lake Management Society. Secchi Day will provide the opportunity for the public to have a hands-on experience in monitoring water clarity. It is an excellent opportunity to build relationships and excitement among members of the public. Websites for Kent State University⁵ and the North American Lake Management Society⁶, as well as materials in Appendix H, contain more information on the National Secchi Dip-In. Coordinate with PRVWSD and the Reservoir Patrol for safety during the event. In year 1, the project manager will plan the Dip-In Day, with the intent of shifting the planning responsibilities to the Watershed Team by year 3.

⁵ <http://dipin.kent.edu/index.html>

⁶ <http://www.nalms.org/nalmsnew/>

Objective 1.2.3	Conduct Secchi Day (LP)
Time Frame	Annually
Performance Measure	Number of participants in activity.
Budget	Year 1: 40 hours for planning, 8 hours for event. Year 2: 30 hours for planning, 8 hours for event. Year 3: 20 hours for planning, 8 hours for event. Year 4: 10 hours for planning, 8 hours for event. Year 5: 10 hours for planning, 8 hours for event. \$500 per year for supplies.
Tools	Public relations as listed in Section 8.0. Appendix H contains pertinent websites.
Participant	Strategy
Project manager, Watershed Team, PRVWSD personnel, Reservoir Patrol	<ul style="list-style-type: none"> • Obtain information from Kent State’s National Secchi Dip-In, EPA, and North American Lake Management Society. • Plan Secchi Day. • Conduct Secchi Day. • Report results on the <i>Rezonate</i> website.

Goal 1.3 Establish a Watershed Team

Establish a Watershed Team consisting of local citizens to participate in *Rezonate* and support its activities.

Objective 1.3.1 Define Roles and Responsibilities of Watershed Team

Define appropriate roles and responsibilities for leaders and members of the Watershed Team in the first 18 months. Develop Frequently Asked Questions (FAQs) that tell citizens how to become involved with the Watershed Team.

Objective 1.3.1	Define Roles and Responsibilities of Watershed Team Leaders and Members (HP)
Time Frame	Year 1
Performance Measures	Creation of roles for watershed leaders and members.
Budget	Year 1: 40 hours
Tools	Public relations in Section 8.0.
Participant	Strategy
Project manager, MDEQ and PRVWSD personnel	<ul style="list-style-type: none"> • Define roles and responsibilities for team leaders and members.
Project manager	<ul style="list-style-type: none"> • Develop promotional information for team leaders. • Write copy for FAQs.

Objective 1.3.2 Recruit Local Stakeholders and Decision-Makers

Identify local champions to become leaders of the Watershed Team. Recruit local stakeholders and decision makers to become members of the Watershed Team. The project manager will recruit team members from interested individuals at local events and speaking engagements and any other contact made with the general public, such as WaterFest, Secchi Day, and storm drain marking events.

Objective 1.3.2	Define Roles and Responsibilities of Watershed Team Leaders and Members (HP)
Time Frame	Year 2
Performance Measures	Creation of roles for watershed leaders and members.
Budget	Year 2: 40 hours
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager, MDEQ and PRVWSD personnel	<ul style="list-style-type: none"> Define roles and responsibilities for team leaders and members.
Project manager	<ul style="list-style-type: none"> Develop promotional information for team leaders. Write copy for FAQs.

Objective 1.3.3 Hold Watershed Team Meetings

Hold Watershed Team meetings or other events on a quarterly basis.

Objective 1.3.3	Hold Watershed Team Meetings (HP)
Time Frame	Quarterly
Performance Measures	Number of attendees at meeting.
Budget	10 hours per meeting for preparation and follow-up. 2 hours per meeting.
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> Plan meetings. Hold meetings. Send meeting summary to all attendees, follow up on questions and issues raised at the meetings.

Goal 1.4 Secure Additional Funding for Plan Implementation

Objective 1.4.1 Secure Additional Funding

Establish personnel to secure funding for the implementation of the Education & Outreach Plan through grants and collaboration with other agencies. Consider hiring a part-time staff member to track and apply for grant opportunities.

Objective 1.4.1	Secure Additional Funding (HP)
Time Frame	Yearly
Performance Measures	Submission of one major grant proposal (\$25,000+) per quarter. Two major mail/email/social media campaigns per quarter. One major (\$10,000+) public relations effort targeting 200 people per month. Amount of funding acquired.
Budget	20 hours per week
Tools	Use research tools from the internet to find possible grants and additional funding at the http://www.grants.gov/ website.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Research possible grants and additional funding. • Review proposal. • Identify potential partners. • Write draft/edit. • Develop budget. • Obtain letters of support. • Finalize text. • Complete applications.

2.0 EDUCATORS AND STUDENTS IN AREA SCHOOLS

This target audience is defined as educators and students in grades 4 through 6 in schools located in Hinds, Rankin, Madison, Scott and Leake counties. The audience will also include appropriate-aged homeschooled students and their educators, as well as other student groups that are specifically mentioned in the following goals and objectives. In subsequent years, the audience will be expanded to other student grades.

Goal 2.1 Teach Audience about Nonpoint Source Pollution and Prevention in the Watershed

Members of this audience will be taught about nonpoint source pollution and prevention in the Ross Barnett Reservoir watershed. They will become knowledgeable on how they can change their behaviors and inspire family members and friends to do the same.

Objective 2.1.1 Meet School Administrators and Perform Speaking Engagements in Schools

Contact the administrators of public and private school systems in Hinds, Leake, Madison, Rankin, and Scott counties and set up a personal meeting with each administrator. Appendix H contains the websites for the Department of Education and Association of Independent schools where a list of the current administrators and their contact information may be found. Use the meetings to introduce *Rezonate*, inform them about the curriculum, and solicit the schools' participation in the curriculum and challenge activities. Schedule at least one speaking engagement with all participating school districts annually at district meetings and/or in-service times to inform teachers and administrators of the curriculum (possibly before the school year begins or after Christmas break).

Objective 2.1.1	Meet School Administrators and Perform Speaking Engagements at Schools (HP)
Time Frame	Annually
Performance Measures	Number of meetings; number of speaking engagements; goal of one meeting with all participating schools.
Budget	3 hours per meeting with administrators 12 hours per speaking engagement
Tools	Public relations as listed in Section 8.0. Appendix H contains pertinent websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Prepare for meeting with administrators • Schedule meetings. • Attend meetings and build relationships with school administrators. • Make available copies of curriculum for distribution at schools.
School administrators	<ul style="list-style-type: none"> • Provide leadership and direction for the schools' participation in the <i>Rezonate</i> initiative.
Project manager	<ul style="list-style-type: none"> • Follow up with administrators if needed. • Schedule speaking engagements. • Follow up with teachers and school administrators after speaking.

Objective 2.1.2 Contact Homeschool Groups

Contact the leaders of the area homeschool groups schedule meetings or events to introduce the *Rezonate* curriculum to homeschool parents and students in the surrounding area. Encourage the groups to use the curriculum and participate in the challenge at WaterFest.

Objective 2.1.2	Contact Homeschool Groups (HP)
Time Frame	First 18 months
Performance Measures	Number of students participating.
Budget	20 hours per year.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact group leaders. • Schedule meeting with leaders. • Deliver curriculum. • Speak at meetings or events to encourage participation.

Objective 2.1.3 Support and Implement Curriculum, Resource Kits, Follow-Up

In the first year, implement *Rezonate* curriculum, designed specifically for the schools within the Ross Barnett Reservoir watershed. The curriculum meets Mississippi

Department of Education⁷ competencies for science inquiry and earth science for grades 4 through 6. Appendix H lists all pertinent websites.

The participation goal is three schools in each of the three counties surrounding the Reservoir (Hinds, Madison, and Rankin) and one school in the upper drainage area (Scott and Leake counties). A list of potential schools can be found on the Mississippi Department of Education and Association of Independent schools websites. The curriculum will be supported by a resource kit that will be made available to schools participating in the WaterFest Curriculum Challenge. The project manager will assemble the kits and deliver them to participating schools and teachers as needed. The project manager will contact teachers who are implementing the curriculum to answer questions and offer any support that is needed and schedule classroom visits if feasible. Secure a teacher, educator, or assistant to volunteer to act as Mr. Whiskers and assist when visiting participating classrooms. The teacher and assistant may be compensated monetarily if funding is available, but if not, a volunteer (retired teacher) will be recruited for the position.

The *Rezonate* Curriculum Challenge will be held at the annual WaterFest event. The goal will be for three teams participating from schools in Madison, Rankin and Hinds counties and one team from Scott and Leake counties. Also, students from surrounding community groups (Boy/Girl Scouts, MSU Cooperative Extension Service, 4-H, etc.) will be encouraged to participate in the curriculum challenge at WaterFest.

In conjunction with the curriculum challenge, schools will be given an opportunity to participate in a poster contest with a theme based on a particular aspect of the *Rezonate* curriculum. Participating schools will choose a 1st, 2nd, and 3rd place winner from each grade (grades 4 through 6) from each school. These winning posters will be displayed at the WaterFest event and will be judged at that time for an overall 1st, 2nd, and 3rd place winner per grade level. Students winners will be awarded cash prizes.

⁷ <http://www.mde.k12.ms.us/>

An informal survey will be given to teachers, after implementation of the curriculum, in order to gain input on effectiveness, usability and needed improvements. The project manager will update the curriculum to accommodate the findings. The curriculum will also be updated as competencies change. The curriculum challenge and scoring rubrics will be modified on an as-needed basis each fall, prior to the next year’s WaterFest event. A list of pertinent websites can be found in Appendix H, and a list of community organizations is located in Appendix J.

Objective 2.1.3	Support and Implement Curriculum, Resource Kits, Follow-Up (HP)
Time Frame	Year 1 to implement curriculum and distribute resource kits Year 2-5 for follow-up
Performance Measures	Number of schools and community groups participating; number of students participating.
Budget	Cost per resource kit times the number of kits. 40 hours/year for project manager
Tools	Collateral materials and research as listed in Section 8.0. Appendix H contains a list of websites, including the Department of Education and Association for Independent Schools. Appendix J contains a list of community organizations.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Recruit schools to implement curriculum. • Assemble and deliver resource kits for schools. • Support teachers implementing the curriculum. • Make classroom visits/secure Mr. Whiskers and assistant. • Encourage participation in WaterFest. • Administer teacher survey and compile results. • Update curriculum.

Objective 2.1.4 Develop a Condensed One-Week Version of the Curriculum

Develop a condensed one-week version of the curriculum for 4th through 6th grades in order to reach schools not participating, such as classes that do not have the time to invest in the entire 3-week curriculum. The project manager will inform teachers, administrators, community leaders and home-school groups of the alternative curriculum at all speaking engagements.

Objective 2.1.4	Develop Condensed One-Week Version of Curriculum for 4th through 6th Grades (HP)
Time Frame	Year 2
Performance Measures	Curriculum developed.
Budget	60 hours
Tools	Public relations and collateral material as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> Identify essential components of curriculum. Rewrite/develop text. Distribute to participating schools, community groups, homeschool groups.

Objective 2.1.5 Develop Additional Curriculum

Within the first 24 months, begin the development of additional curriculum for other targeted grades and age groups. Use teacher survey results from the first curriculum implementation (grades 4 through 6) to determine the next student group to target. The new curriculum will be developed as a one-week unit to decrease the amount of time needed for development. Additional content will be added if deemed appropriate or suggested by teachers.

Objective 2.1.5	Develop Additional Curriculum (LP)
Time Frame	Year 2
Performance Measures	Curriculum developed.
Budget	100 hours
Tools	Collateral materials, as well as research and the compilation and interpretation of survey results, all as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> Set target grade level for additional curriculum. Identify state competencies needed to be addressed. Identify method of instruction. Develop curriculum.

Goal 2.2 Provide Educators and Students with Incentives

Provide educators and students with incentives to incorporate the *Rezonate* Initiative Curriculum into their individual classrooms.

Objective 2.2.1 Waterfest Challenge Awards

Work to secure monetary awards (preferably through a donation) for the winners of the Curriculum Challenge at WaterFest annually. Awards will include a \$25 cash prize for each student in a six-student team, \$100 for the teacher of the winning group (for use in the classroom). A traveling trophy will be awarded to the winning group’s teacher/leader with the name of the organization engraved on the trophy yearly.

Objective 2.2.1	WaterFest Challenge Awards (HP)
Time Frame	Annually
Performance Measures	Number of teachers/students participating in challenges, increase in monetary incentives.
Budget	\$250.00 for cash prizes
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> Secure monetary awards for curriculum challenge.

Objective 2.2.2 Feature Stories Submitted by Students

Give students and teachers opportunities monthly to contribute feature stories about their use of the curriculum for the e-newsletter or website. Stories will be chosen according to content and timely relevance.

Objective 2.2.2	Student-Submitted Feature Stories (MP)
Time Frame	Monthly
Performance Measures	Number of teachers/students participating in challenges.
Budget	2 hours per month
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> Contact school teachers and administrators. Request submission of relevant stories about curriculum use.
Educators and Students	<ul style="list-style-type: none"> Write and submit story.
Project manager	<ul style="list-style-type: none"> Compile information. Format article. Post to website or e-newsletter.

Objective 2.2.3 Recognition of Challenge Winners

Invite the winners of the Curriculum Challenge to participate in annual PSAs. The project manager will also use photos and quotes from the Curriculum Challenge winners in collateral materials, on the website, and in the e-newsletter.

Objective 2.2.3	Recognition of Challenge Winners (HP)
Time Frame	Annually
Performance Measures	Number of teachers/students participating in challenges.
Budget	20 hours per year.
Tools	Public relations, the <i>Rezonate</i> website, and social media, all as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact school teachers/students winners of curriculum challenge. • Take photos of winners. • Acquire quotes of winners. • Modify collateral materials with pictures and quotes from winners. • Post pictures and quotes of winners on website and in e-newsletter.

Goal 2.3 Assist with Other Educational Activities with Goals Similar to *Rezonate*

Assist with other educational activities that have goals similar to *Rezonate* to expand teaching opportunities to all ages of students.

Objective 2.3.1 Promote Other Nonpoint Source Pollution Reduction Programs

Assist in the promotion of related activities that help educate students about water quality issues, such as the Farm Bureau’s *Ag in the Classroom*, Project WET, Mississippi Museum of Natural Science’s *Make a Splash at the Museum*, Project Wild, Earth Day events, NatureFest, *Adopt-a-Stream*, and *Keep Mississippi Beautiful*. Potential activities are listed in Appendix I, and Appendix E lists events occurring locally.

Objective 2.3.1	Promote Other Nonpoint Source Pollution Programs (HP)
Time Frame	Annually
Performance Measures	Number of contacts; number of partnerships.
Budget	40 hours per year
Tools	Public relations, the <i>Rezonate</i> website, and social media, all as listed in Section 8.0. Appendix E contains a list of locally occurring events. Appendix I contains a list of agencies and programs.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact community education groups. • Coordinate and assist with group activities.

Objective 2.3.2 Summer Day Camps

Lead students from area schools in two 2-day camps at the Reservoir using *Rezonate* Curriculum beginning in the summer of 2014. The camps will be held from 9 a.m. to 3 p.m. both days (time frame may be modified if needed), with a goal of 25 students per camp (more students may be added if facilities and educators are available). Potential topics for the camps will include, but are not limited to, rain gardens; rain barrels, green infrastructure, stormwater management, BMPs, fishing, boating and water quality monitoring.

Objective 2.3.2	Summer Day Camps (MP)
Time Frame	Summer months beginning 2014
Performance Measures	Number of students participating.
Budget	500 per camp for supplies. 100 hours for initial planning. 50 hours per camp.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Develop concept. • Develop activities and coordinate with other agencies as partners. • Secure location. • Secure date. • Secure volunteers. • Recruit participation in camp. • Hold two camps, each 2 days in length.

Objective 2.3.3 Community Service Opportunities

Provide students with at least two community service opportunities annually by participating in programs such as WaterFest (Curriculum Challenge or assisting with an

educational booth or other volunteer activities before, during, or after the event), *Keep Mississippi Beautiful*, Earth Day Events, Storm Drain Marking Program, etc. A list of local events available for participation can be found in Appendix E.

Objective 2.3.3	Community Service Opportunities (LP)
Time Frame	Annually
Performance Measures	Number of students participating, number of community service hours.
Budget	20 hours per year
Tools	Appendix E contains a list of locally occurring events.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Identify opportunities for service. • Write summary of each opportunity. • Inform schools of opportunities through phone calls and posting information on website. • Coordinate with student volunteers.

3.0 HOMEOWNER ASSOCIATIONS

This target audience consists of organized homeowner associations (HOAs) in Madison, Rankin, and Hinds counties. Homeowners who are not associated with a formal HOA, but live in areas near the Reservoir, are targeted under Section 1.0 of this Plan. Implementation of education and outreach activities for HOAs will be prioritized based on the proximity of the association's members to the Reservoir. Residential developments that are directly adjacent to the shoreline of the Reservoir will be targeted in years 1 and 2. Efforts will be extended outwards in subsequent years, based on measures of success for the shoreline areas. Outreach efforts may be modified to reflect differing concerns of homeowners located near the Reservoir versus those that live farther away from the Reservoir.

Goal 3.1 Educate Homeowners About the Importance of Water Quality in the Reservoir

Educate homeowners about the importance of protecting water quality in the Reservoir using interesting, motivational programs. Educate homeowners about management practices that they can implement on their property to reduce nonpoint source pollutants reaching the Reservoir. Provide incentives for homeowners to take an active role in using management practices on their property.

Objective 3.1.1 Develop Homeowner Association Contacts

Contact officers of the Federation of Reservoir Area Homeowner Associations and of individual HOAs in Madison, Rankin, and Hinds counties to request the opportunity to speak to members during their scheduled meetings. These contacts should be made personally to encourage the participation of association leaders. The project manager will contact five associations each month, with the intent of attending a minimum of 12 meetings per year. By the end of year 2, all HOAs will have been contacted. The project manager will add HOAs in Leake and Scott counties in years 3 through 5.

The project manager will give a brief survey to the homeowners to assess their willingness to incorporate the changes needed for water quality protection in the Reservoir area. This survey will be given at the beginning of the meeting so that answers

may give the speaker appropriate talking points. An example survey can be found in Appendix D. This survey can be used directly or modified as needed. When appropriate, the project manager will present a standardized PowerPoint presentation at HOA meetings. The presentation will increase awareness of *Rezonate* and management practices that effectively reduce nonpoint source pollutants in residential areas. Local HOA officers from Madison and Rankin counties may be identified with the assistance of PRVWSD. A list of currently known HOAs is included in Appendix K.

Objective 3.1.1	Develop Homeowner Association Contacts (HP)
Time Frame	Monthly/yearly; all HOAs contacted by year 2. Years 3-5: additional counties added.
Performance Measures	Increased number of contacts. Goal of five contacts monthly and twelve meetings yearly.
Budget	20 hours per year for developing contacts and following up.
Tools	Appendix D contains a survey for use at homeowner meetings. Public relations as listed in Section 8.0. Appendix K contains a list of the currently known HOAs.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Identify HOA leaders in Hinds, Madison, and Rankin counties. • Contact officials and request opportunities to speak. • Administer survey of homeowner attitudes • Speak to groups about <i>Rezonate</i> using PowerPoint presentation when appropriate, provide group-members with opportunities to participate. • Attend meetings and follow up on questions and concerns. • Increase contacts in outlying counties.

Objective 3.1.2 Provide Brochures on Management Practices

Utilize brochures from EPA’s Nonpoint Source Toolbox to educate homeowners on pollution management practices including proper fertilizers and pesticide use on lawns and proper disposal of house hold chemicals and pet waste. The project manager and volunteers will distribute at least 500 brochures at homeowner association meetings and through local realtors when new property is purchased. EPA’s Nonpoint Source Tool Box website is accessible online⁸ and is found in Appendix H.

⁸ <http://www.epa.gov/owow/keep/NPS/toolbox/>

Objective 3.1.2	Brochures for Management Practices (HP)
Time Frame	Annually
Performance Measures	Number of brochures distributed.
Budget	\$1,000 for brochures. 20 hours per year.
Tools	Collateral materials as listed in Section 8.0. Appendix H contains pertinent websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Develop concept / or choose concept from EPA Toolbox of materials. • Design or modify approved materials. • Print materials. • Distribute.

Objective 3.1.3 Distribute Educational Information About Onsite Wastewater Treatment

Distribute educational materials (e.g., brochures, direct mail and door hangers) to homeowners who are using on-site wastewater treatment systems and septic tanks. The project manager will distribute materials to at least 250 homes each year. The materials should provide information on how to properly maintain their systems to decrease the chance of pathogen and nutrient release through runoff. The areas identified as non-sewered subdivisions adjacent to the Reservoir that are identified in the *Ross Barnett Reservoir Pathogen Source Assessment and Wastewater Management Plan* will be targeted in years 1 and 2 (CDM 2010). Other areas in the watershed will be identified in years 3 through 5. The educational materials will also be available, through local realtors, to new home buyers and will be distributed annually at WaterFest.

Objective 3.1.3	Educational Information for Onsite Wastewater Treatment (MP)
Time Frame	Annually
Performance Measures	Number of educational materials distributed; goal of 250 homes yearly.
Budget	20 hours for distribution each year; \$500 for brochures.
Tools	Collateral materials as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Develop materials and approve. • Print materials.
Project manager, local realtors, volunteers	<ul style="list-style-type: none"> • Distribute materials.
Project manager	<ul style="list-style-type: none"> • Identify other non-sewered areas. • Update materials for these areas. • Coordinate material distribution.

Objective 3.1.4 Develop Homeowner Recognition Program

Develop a plan similar to Maine's LakeSmart program⁹ or Florida's Yard and Neighborhood Program¹⁰, which educate and encourage homeowners to use BMPs when caring for their lawns. Homeowners who participate will receive recognition by having a sign placed in their lawns to inform others of their efforts. The project manager will work with MDEQ and PRVWSD to develop the program by the end of year 3, with the intent to implement in years 4 and 5.

Objective 3.1.4	Develop Homeowner Recognition Program (LP)
Time Frame	End of year 3
Performance Measures	Plan development and implementation.
Budget	250 hours for preparation and implementation of program.
Tools	Maine's LakeSmart Program and Florida's Yard and Neighborhood Program
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Research Maine's LakeSmart Program and Florida's Yard and Neighborhood Program. • Define subdivisions/areas for participation in the program. • Inform the public of the program. • Design sign for recognition of homeowners. • Set up demonstration areas for display of program elements. • Recruit homeowners to participate. • Recognize participating homeowners.

⁹ <http://www.maine.gov/dep/blwq/doclake/lakesmart/>

¹⁰ <http://fyn.ifas.ufl.edu/>

4.0 AREA CIVIC AND RECREATIONAL ORGANIZATIONS

This target audience is defined as area civic organizations (e.g., Girl/Boy Scouts), church groups, science/environmental clubs, fishing and boating organizations, garden clubs (e.g., Master Gardeners) and athletic organizations (e.g., running and biking groups and youth sports clubs).

Goal 4.1 Practice Conservation and Incorporate Activities to Improve Water Quality

Members of this audience will practice conservation and incorporate activities to help improve water quality at the Reservoir during events, trips, and outdoor recreation activities that occur in or near the Reservoir.

Objective 4.1.1 Partner With Boaters and Campers

Partner seasonally with influential boaters and campers who are prominent figures in social outings on the Reservoir (e.g., Flag Island regulars) to encourage clean, recreational activities.

Objective 4.1.1	Partner with Boaters and Campers (HP)
Time Frame	Seasonally
Performance Measures	Increased number of participants in activities.
Budget	20 hours per season
Tools	Collateral materials as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact prominent boaters and campers. • Attend activities and distribute collateral materials.

Objective 4.1.2 Promote and Assist in Other Organizations' Events

Each year, the cities of Madison and Ridgeland participate in environmental education programs organized by NRCS¹¹ and MSWCC. These activities include a conservation field day or a poster contest. *Rezonate* project managers will collaborate with these programs to co-promote *Rezonate*. Project managers will also assist in recruiting students from Boy/Girl Scouts, environmental clubs, and other civic organizations for these

¹¹ <http://www.ms.nrcs.usda.gov/teachers.html>

activities. A list of available civic groups and organizations can be found in Appendix J. The project manager will reach individuals through the *Rezonate* website and e-newsletters. By year 2, the goal is to have four groups participating, with six groups participating by year 3.

Objective 4.1.2	Promote and Assist in Other Events (HP)
Time Frame	Annually
Performance Measures	Number of students participating, number of activities.
Budget	40 hours per year
Tools	Public relations, the <i>Rezonate</i> website, and social media, all as listed in Section 8.0. Appendix J contains a list of civic groups and organizations.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Collaborate with planners of other activities. • Post on <i>Rezonate</i> website and in e-newsletter of events. • Recruit students for contest and field day.

Objective 4.1.3 Develop a Brochure to be Distributed at Events Held on PRVWSD Property

In the first 18 months, develop a one-page brochure to be distributed at events (such as running, biking, and youth sporting events) held on PRVWSD property, to encourage participants and spectators of proper pet waste disposal, trash disposal, and to discuss other water quality issues that affect the Reservoir. Contact the coordinators of sporting events (e.g., soccer tournaments, fishing tournaments, sail boat races, running and bike races) and request permission to distribute the brochure to participants at the events. When appropriate, schedule an appearance of Mr. Whiskers at the event.

Objective 4.1.3	Brochure for Special Events Held on PRVWSD Property (MP)
Time Frame	First 18 months
Performance Measures	Number of brochures distributed, number of events where brochure is distributed.
Budget	40 hours for design of brochure. 20 hours per year for coordination. \$500 per year for brochures.
Tools	Collateral materials as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Develop concept. • Design and approve materials. • Print materials. • Coordinate with event organizers. • Attend event with Mr. Whiskers. • distribute materials with permission.

Objective 4.1.4 Pet Waste Stations

Install “dog waste clean-up” stations in visible locations at parks and walking trails located near the Reservoir. Recommended locations for stations include the PRVVWSD parks (Lakeshore Park, Old Trace Park, Pelahatchie Shore Park), The overlook located off the Natchez Trace, boat launches (Madison Landing, Rankin Landing, and Pelahatchie Shore Park), and access points to walking trails in Ridgeland and near Pelahatchie Bay. Coordinate with city/county government or volunteers to set up biweekly maintenance of the stations.

Objective 4.1.4	Pet Waste Stations (LP)
Time Frame	First 18 months
Performance Measures	Number of contacts made; number of waste stations in recreational areas.
Budget	8 hours for contacts plus 8 hours for sign design. 16 hours for sign installation plus 16 hours for assistant sign installation.
Tools	Collateral materials as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact Rankin County and Madison County officials • Design waste stations for recreational areas that meet requirements. • Recruit assistance with waste station installation. • Locate appropriate area for installation. • Secure equipment for waste station installation. • Install waste station. • Biweekly maintenance.
Assistant for installation	<ul style="list-style-type: none"> • Install waste station. • Biweekly maintenance.

5.0 DECISION-MAKERS

Members of this audience are leaders charged with making decisions that influence the behavior of others in their respective local communities. This target audience includes city planners and elected county and municipal officials, such as supervisors, aldermen, and mayors. It also includes employees responsible for managing public works operations, such as public works directors and municipal staffs, responsible for inspecting storm drainage systems and construction sites. Local business owners are included in this audience because many of them are community leaders. As such, their stewardship of environmental resources is often publicly visible and inspires others to do the same.

Goal 5.1 Educate Local Decision-Makers About the Effects of Land-Use Changes on Water Quality

Educate local decision-makers about the effects of land-use change on water quality. Promote understanding that increased impervious surface areas will increase stormwater runoff and nonpoint source pollution. Encourage local decision-makers to consider stormwater management in all decisions regarding urban growth and development.

Objective 5.1.1 Decision-Makers Become Part of Watershed Team

Work to increase knowledge of current rules and regulations for managing stormwater among decision makers whether or not they are routinely involved in stormwater management activities. Decision-makers and local champions in Rankin, Madison, and Hinds counties will be contacted annually and will be encouraged to attend Watershed Team meetings and events, especially those where stormwater management will be discussed.

Objective 5.1.1	Decision-Makers Become Part of Watershed Team (HP)
Time Frame	Annually
Performance Measures	Number of individuals reached; number of individuals participating.
Budget	50 hours yearly for contacts, meeting and event attendance.
Tools	Public relations as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact officials. • Schedule meetings with leaders. • Solicit participation with Watershed Team.

Objective 5.1.2 Stormwater and Green Infrastructure Training

Contact municipal officials in the five-county area to determine their willingness to participate in an area-wide training on stormwater management and GI principles. The project manager will develop the training program during the first year and will implement the program in years 2 through 5 with the intent of holding one training workshop per year. The project manager will consider building upon workshops already developed by the National Education for Municipal Officials (NEMO) program or the Chesapeake Bay Stormwater Training Partnership. Information presented at the workshops will be archived and available on the *Rezonate* website. Interested planners, developers, and engineers will also be invited to attend the workshops for a fee.

Objective 5.1.2	Stormwater and GI Training (MP)
Time Frame	Year 1, develop program. Years 2-5: implement program. One workshop annually.
Performance Measures	Number of individuals participating; number of individuals trained.
Budget	250 hours for initial planning. 25 hours per year for coordination. \$1,000 per workshop.
Tools	Research compiling information from previously administered surveys, public relations as listed in Section 8.0. Appendix H lists pertinent websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact officials. • Research existing programs. • Develop program to target the Reservoir area. • Plan and coordinate the workshop. • Hold training sessions. • Follow up with attendees of the workshop.

Goal 5.2 Promote Compliance with Stormwater Management Requirements

Promote compliance with the Municipal Separate Storm Sewer System (MS4) permit requirements for stormwater management.

Objective 5.2.1 Build Relationships and Share Materials

Contact the officials in charge of the MS4 programs on an annual basis and seek to build relationships among the officials that will promote opportunities for MS4 involvement in *Rezonate* activities. When appropriate, the project manager will provide assistance with public education and outreach and public participation and involvement requirements, which may result in reduced expense and increased effectiveness for efforts in the Reservoir watershed. The project manager will share educational materials developed for *Rezonate* with MS4s and work in cooperation with the MS4 program leaders to decrease nonpoint source pollution and influence behavior change among residents. Current MDEQ-permitted entities in the local area are the cities of Flowood, Madison, and Ridgeland, MDOT, and Madison and Rankin counties.

Objective 5.2.1	Build Relationships and Share Materials (HP)
Time Frame	Annually
Performance Measures	Increased request for assistance with MS4 programs.
Budget	80 hours per year
Tools	Public relations and collateral materials listed in Section 8.0. Appendix H lists relevant websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact officials. • Provide <i>Rezonate</i> education materials upon request. • Attend local MS4 meetings.

Goal 5.3 Encourage Business Owners to Use Management Practices

Encourage business owners to use GI/LID practices and apply other appropriate BMPs on their properties.

Objective 5.3.1 Incentive Program for Implementing GI/LID Practices

Promote the use GI/LID principles in new development and retrofitting projects. In the first year, the project manager will contact attendees of the GI/LID conference presented by MDEQ in August 2010, to follow up on the effectiveness of the program. In years 2

and 3, the project manager will develop a work group consisting of local leaders to promote the use of GI/LID principles by developing an incentive program for developers. The program will incorporate principals from EPA’s *Managing Wet Weather with Green Infrastructure Municipal Handbook: Developer Incentives*. The work group will research methods for developing cost-share programs to assist developers with installing practices as a possible incentive. The project manager will implement the GI/LID incentive program in years 4 and 5.

Objective 5.3.1	Incentive Program for Implementing GI/LID (HP)
Time Frame	Year 1, contact attendees of GI/LID conference held August 2010. Years 2-3, develop work group. Years 4-5, implement incentive program.
Performance Measures	Number of incentives implemented.
Budget	Year 1: 40 hours. Work Group Development (years 2 and 3): 300 hours. Implementation (years 4 and 5): 80 hours per year.
Tools	Public relations and collateral materials as listed in Section 8.0.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact participants of GI/LID conference in August 2010. • Form work group local leaders to develop the incentive program. • Obtain local support of the program. • Secure funding for program. • Implement incentive program.

Objective 5.3.2 Model Locations

Coordinate with local businesses to develop model locations for the installation of rain barrels and rain gardens. The project manager will explore options to provide mini-grants or cost-sharing programs to assist businesses with the installation of these practices. Collateral materials will also be made available with “how to” information that can be distributed at the model location sites and at events such as WaterFest, Secchi Day, Litter Clean-up Days organized by *Keep the Reservoir Beautiful*, and workshops. Appendix E lists local events that may be targeted for material distribution. Model locations will have a sign that clearly identifies their association with *Rezonate*. Model locations will be selected in year 2. Installation will occur within years 2 through 5. Participating business owners will be recognized by publishing their names in the *Rezonate* e-newsletter. Window decals will be distributed to businesses and local leaders who participate in

Rezonate to signify their participation in the initiative. A copy of the window decal can be found in Appendix H.

Objective 5.3.2	Model Locations (MP)
Time Frame	Year 2: select model locations. Years 2-5: install models .
Performance Measures	Number of individuals reached, number of model locations, number of materials distributed, number of participating businesses.
Budget	20 hours in year 2 for site location and research. 8 hours per installation times a goal of three installations per year during years 2 through 5. \$2,500 for materials in years 2 through 5.
Tools	Public relations, collateral material, and <i>Rezonate</i> website, all as listed in Section 8.0. Appendix E lists local events that may be targeted for material distribution.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Locate sites for model locations. • Research and provide cost share if feasible. • Install model locations. • Design signage for model locations. • Distribute “How To” materials for rain barrels and gardens. • Recognize participating businesses. • Distribute window decals for participating businesses.

6.0 DEVELOPERS AND CONTRACTORS

Members of this audience are land development professionals engaged in site planning and designing stormwater management systems for new developments and retrofitting projects. This audience also includes contractors that are performing land clearing and construction activities and installing stormwater BMPs. This group should be highly motivated to use the best available design principles and practices for protecting water quality when working within the Ross Barnett Reservoir watershed.

Goal 6.1 Train and Motivate Developers and Contractors to Incorporate GI/LID Principles

Provide training and motivate developers and contractors to voluntarily incorporate environmentally sensitive designs and GI/LID principles that mimic pre-development hydrology. These principles include preserving trees and open space, reducing impervious surfaces, and minimizing land disturbance.

Objective 6.1.1 Coordinate Developer/Contractor Training

Coordinate with local counties and municipalities to incorporate the *Rezonate* activities into their developer and contractor training activities. EPA has developed presentations, educational videos, and other materials suited for educating developers and contractors about the proper design of erosion and sediment control (ESC) practices and the benefits of GI/LID. A list of BMPs can be found in Appendix F. The project manager will use these materials along with other *Rezonate* materials to improve compliance with ESC requirements, enhance understanding of GI/LID practices, and promote their benefits. Programs will be presented in conjunction with local training activities. As an alternative, the project manager will schedule lunch meetings with groups of local developers and contractors twice a year. A list of resources that includes pertinent information and websites can be found in Appendix H.

Objective 6.1.1	Coordinate Developer/Contractor Training (HP)
Time Frame	Twice per year
Performance Measures	Number of developers/contractors participating.
Budget	Initial planning: 50 hours. 25 hours per meeting, twice per year. \$500 per year for materials.
Tools	Public relations, collateral material as listed in Section 8.0. Appendix H contains a list of pertinent websites. Appendix F contains a list of BMPs.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact leaders. • Obtain and review materials from EPA. • Present information to developers.

Objective 6.1.2 Develop Publication to Educate Developers About GI Principles

Develop a publication to educate local developers about GI principles. These principles are similar in theory to those of Best Site Design (BSD). The concept of BSD was developed by the Center for Watershed Protection and includes recommendations for lot development, residential streets and parking lots, conservation of natural areas, and stormwater management. A publication titled *Model Development Principals for the Central Rappahannock*¹² has been developed in Virginia. This publication could be used as a model for development principals in the Reservoir watershed. A group of developers, local agencies, and government representatives should review and adjust the principles to be specific for the Reservoir watershed.

Objective 6.1.2	Develop Publication to Educate Developers about GI Principles (MP)
Time Frame	Year 2
Performance Measures	Number of publications distributed.
Budget	80 hours for publication, plus any printing costs.
Tools	Research of publications used for modification. Collateral materials as listed in Section 8.0 Appendix H contains a list of pertinent websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Research publication from Center for Watershed Protection. • Review principles for local use. • Hold two work group meetings to get input from interested stakeholders. • Seek approval of the GI principals from local governments. • Publish materials. • Distribute materials.

¹² <http://riverfriends.org/LinkClick.aspx?fileticket=msRuW3sz4tw%3d&tabid=86&mid=424>

Goal 6.2 Educate Developers and Contractors on Current Stormwater Regulations

Educate contractors about the current stormwater regulations and ordinances and encourage them to meet or exceed performance standards for stormwater management during construction. Encourage developers and contractors to attend formal training on stormwater management practices.

Objective 6.2.1 Contractor and Inspector Training and Certification

Work with local governments and agencies to develop a contractor and inspector training and certification program for the Reservoir watershed. The project manager will consider using the Certified Professional in Erosion and Sediment Control (CPCSC) Program¹³ or adapt an existing training program such as the Chesapeake Bay Stormwater Training Partnership¹⁴ or the Florida Stormwater, Erosion, and Sedimentation Control Inspector Training & Certification Program¹⁵. A list of these pertinent websites can be found in Appendix H. The project manager will develop the program with local input in years 1 through 3, with the intent of beginning training in year 4.

Objective 6.2.1	Contractor and Inspector Training and Certification (MP)
Time Frame	Years 1-3: develop program. Years 4-5: training.
Performance Measures	Number of local agencies that endorse the program, number of contractors/developers certified by the program.
Budget	400 hours per year for development. 100 hours per year for implementation.
Tools	Public relations, collateral material as listed in Section 8.0. Appendix H contains a list of pertinent websites.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Contact local officials. • Research existing programs. • Form a work group consisting of local developers and contractors and regulatory agencies. • Implement program.
Work Group Members	<ul style="list-style-type: none"> • Attend quarterly meetings starting in year two to develop the program.
Project manager	<ul style="list-style-type: none"> • Implement the program with training and certification sessions held every 6 months.

¹³ <http://www.cpesc.net/>

¹⁴ <http://www.cwp.org/cbstp/>

¹⁵ <http://www.dep.state.fl.us/water/nonpoint/erosion.htm>

Objective 6.2.2 Develop Enforceable Mechanisms for Discouraging Littering

Partner with city and county governments and PRVWSD to improve current enforceable mechanisms aimed at discouraging littering (e.g., fines for littering, phone numbers to report littering). After reviewing current litter ordinances and identifying ways they could be improved, the project manager will coordinate with government officials. The Keep the Reservoir Beautiful organization is a key group for collaboration. The schedule for this objective is to make contacts within the first 18 months with the goal of securing ordinances by year 3.

Objective 6.2.2	Develop Enforceable Mechanisms for Discouraging Littering (HP)
Time Frame	Make contacts in the first 18 months Years 2 and 3: work with contacts.
Performance Measures	Number of officials contacted; number of ordinances adopted.
Budget	200 hours for collaboration and development of enforceable mechanisms.
Participant	Strategy
Project manager	<ul style="list-style-type: none"> • Review current litter ordinances. • Identify gaps and improvements needed. • Coordinate with Keep the Reservoir Beautiful organization. • Contact government officials. • Develop mechanisms. • Lobby for mechanism adoption.

7.0 STRATEGY FOR GREEN INFRASTRUCTURE POLICY

The Education & Outreach Plan is intended to support the implementation of the *Comprehensive Watershed Protection and Restoration Plan*. The plan recommends the extensive use of GI practices (i.e., bioretention basins, infiltration, constructed wetlands, and undisturbed open space) to manage stormwater. Initially, adoption of these practices will be voluntary, and landowners will be encouraged to implement green infrastructure practices with an incentive program. However, experience has shown that widespread adoption of GI practices typically requires provisions in local policy to make them a requirement. An approach that has been successfully used to implement code changes in the Rappahannock watershed in Virginia was developed by the nonprofit conservation group Friends of the Rappahannock¹⁶; a similar approach is recommended for targeted watersheds in the Reservoir watershed.

Project managers will work to incorporate requirements for GI principles in local policies such as ordinances and zoning codes. The approach for policy change will take several years, and build on many of the objectives specified in this Education & Outreach Plan. The first step in this process is to demonstrate the need for improved stormwater management in the watershed among the general public, developers, and local governments. Developers must have a sound understanding of GI principles and the local communities must support their use. GI principles applied to smaller-scale demonstration sites must show measurable improvements at demonstration sites before they could be adopted at a larger scale. When developers feel that land developed in this manner will be more valuable and desirable, they will be much more likely to incorporate GI principles into site plans.

After demonstration projects have shown success, project managers can begin to work with local decision-makers and seek to incorporate requirements or for GI principles in local codes and ordinances. The approach will be implemented in multiple phases. The phased approach recommended for this process is described in this section and summarized on Figure 2.

¹⁶ <http://www.riverfriends.org>

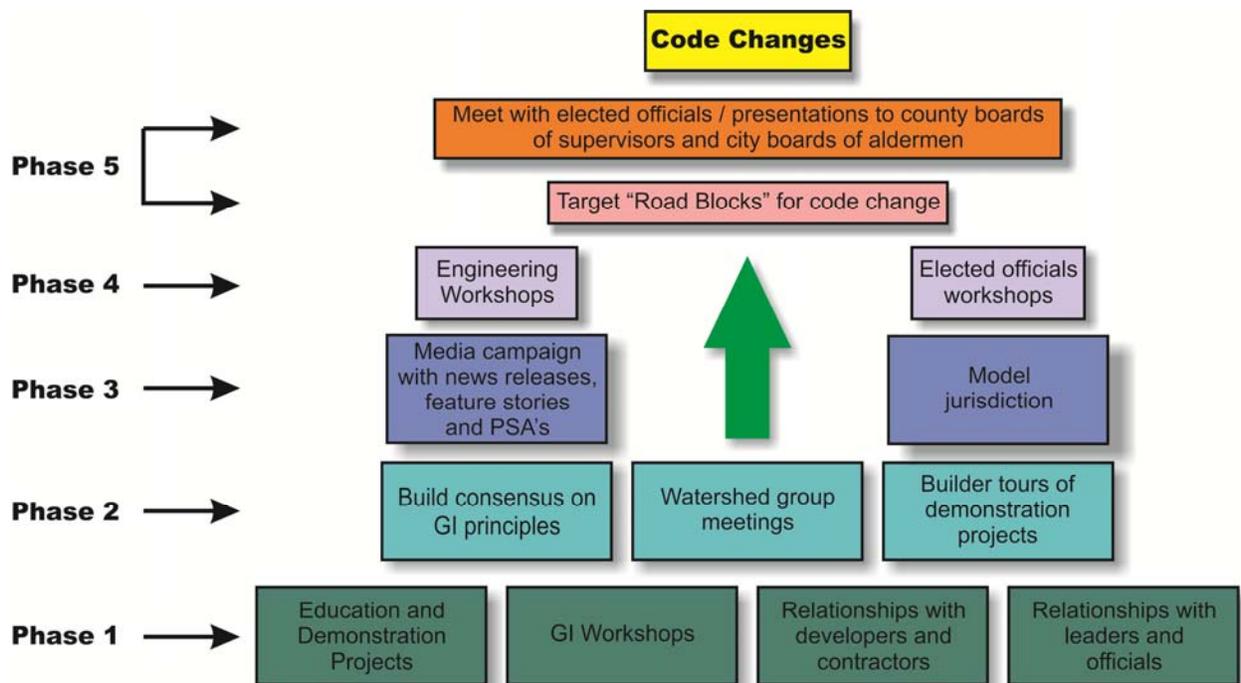


Figure 2. Phased approach for green infrastructure policy.

Phase 1 will involve educating local citizens about GI and showing success through demonstration projects (**Goals 1.1, 1.2, 1.3 and Objective 5.3.2**). Demonstration projects will involve both new development and retrofits. Retrofit projects may have some difficulties that will need to be addressed due to lack of open space and rights-of-way in adjacent lands already developed. Meetings/workshops will be used to provide general training and promote acceptance of GI principles (**Objectives 5.1.2 and 6.1.1**). Project managers will seek to build understanding and trust with local builders, developers, and elected officials. One-on-one meetings will be used when feasible for relationship-building (**Goals 5.1 and 5.2**).

In Phase 2, a workgroup that includes developers, contractors, and representatives from local agencies and governments will be assembled to discuss technical elements of GI principles and build consensus on Model Development Principles (**Objective 6.1.2**). The workgroup will also review local codes and ordinances and identify existing “roadblocks” for implementing GI. Tours of the demonstration projects involving both new developments and retrofits (areas with successful use of GI) will be hosted for members of local government, builders and contractors, and interested media representatives (**Objectives 1.1.4, 1.1.8, 1.1.9, and 5.3.2**).

Phase 3 will require reaching a broad audience with the use of a media campaign to inform the general public about GI. The media campaign will foster support and acceptance of the use of GI techniques to improve water quality. It will also encourage the public to support elected officials who promote the use of GI. The media campaign will highlight local areas/developments that have successfully incorporated GI techniques. If possible, a model jurisdiction (a town or overlay district that requires some or all of the GI principles) will be highlighted. The success achieved in the model jurisdiction will be used as an example **(Objectives 1.1.7, 1.1.8, 1.1.9, 1.1.11, 1.2.1, 2.3.3, and 3.1.4)**.

Phase 4 will involve developing a set of engineering and technical requirements for incorporating GI techniques into local ordinances. This will require coordination of local engineers and government officials. Requirements must be feasible and local governments must have the resources and technical expertise to implement them **(Goals 6.1 and 6.2)**. All meetings/workshops will be 2 hours or less so that involvement will not require a substantial time commitment. When funding permits, meetings/workshops will be scheduled during lunch.

Phase 5 will involve communicating the specific ordinance/code changes to elected officials. Desired changes will need to be clearly presented and have the support of local officials, builders and developers, as well as the general public. Changes will involve removing the “roadblocks” and adopting new requirements for site designs and retrofitting.

8.0 TOOLS AND TACTICS

Tools and tactics for implementing the objectives of the developers and contractors audience are outlined below.

1. Public relations,
2. Education and development video,
3. Collateral materials,
4. Website and social media, and
5. Research.

8.1 Public Relations

8.1.1 News Releases

The project manager will develop news releases in order to attract favorable media attention of the Initiative and encourage developers and contractors to incorporate environmentally sensitive designs. Coverage of newsworthy events and topics will generate top-of-mind awareness for *Rezonate*. News releases may also be used to promote incentive programs for developers and contractors as the programs are developed. These releases will be written and distributed as newsworthy events happen. They will be pitched to area print and broadcast media. A sample list of media can be found in Appendix L.

8.1.2 Feature Stories

Feature stories are often human-interest stories that highlight some aspect of *Rezonate*. The project manager should develop one story with the best public relations potential at least once per quarter that highlights developer and contractor interaction with *Rezonate*. These feature stories should be written around individual developers and contractors in order to create interest among other developers and contractors. Story ideas include, but are not limited to, the following topics:

1. Profiles of developer and contractor volunteers,
2. Story about principles that intimately impact developers and contractors, such as stormwater management,
3. Story of what other states have done to improve quality of life in their communities and how the same can be done within the Reservoir watershed using *Rezonate*, and
4. Feature on an example of a business that demonstrates the economic benefits of proper stormwater management.

8.1.3 Frequently Asked Questions

A list of frequently asked questions (FAQs) provides quick answers to common questions reporters or other individuals might have. Having a solid form of FAQs saves the *Rezonate* project manager time from answering general questions. It also provides valuable information to individuals who may not have specific questions. Additionally, FAQs help reporters with the backbone of their stories. Examples include the following:

1. *Rezonate*,
2. How to get involved,
3. Types of pollutants,
4. Many ways the Reservoir is used and its current status: why *Rezonate* is important to developers and contractors, and
5. Stormwater management, urban growth and development principles.

8.1.4 History

A history of the Ross Barnett Reservoir will be developed to help members of the media with background information about the Reservoir's construction, how it is managed and maintained, and how it serves central Mississippi. This history should also be distributed at speaking engagements, meetings with developers and contractors, and other community events.

8.1.5 Media Kit

The media kit uses many of the previous public relations tools and is useful for all public relations purposes. These information packets will be the primary means of educating the media

and, ultimately, the target audiences about *Rezonate*. The media kit should be tailored to include information targeted at developers and contractors or the audience of the media outlet being pitched. The media kit will be available electronically and will include the following:

1. Pitch letter explaining why the Reservoir is important;
2. News releases;
3. FAQs;
4. History of the Reservoir;
5. CD with graphics, logos, and pictures; and
6. *Rezonate* education & development video.

8.1.6 E-Newsletters

E-newsletters will be distributed electronically and follow a template that can be populated with information by the *Rezonate* project manager. This will be a great tool to connect with developers and contractors to let them know about *Rezonate*'s progress, upcoming events, and opportunities. The project manager should encourage developers and contractors to incorporate information from the *Rezonate* e-newsletter in their own newsletters and e-newsletters, and may ask developers and contractors to provide information that may be included in the *Rezonate* e-newsletter. E-newsletters should be sent using the e-mail list that will be populated during the development of *Rezonate* and modified monthly by the project manager.

8.1.7 Media Tracking

All *Rezonate* stories will be tracked and archived. Coverage will be based on its worth, as if it were paid advertising, as well as audience number. This will help to examine the effectiveness of the public relations campaign and includes the following:

1. Media follow-up, and
2. Media coverage evaluation.

8.1.8 Spokespersons Positioning

Sometimes the only impression of an organization is through the actions and visibility of its director or president. Through public relations efforts, the project manager will identify opportunities that may exist for positive exposure of *Rezonate* among developers and contractors. This might include identifying speaking opportunities and developing various topics for speeches based on current events. The project manager should also recruit and select individual developers and contractors to be spokespersons for *Rezonate* in order to create an interest among the communities they influence. This will both build credibility and create awareness for the spokesperson.

8.1.9 Speaking Engagements

Throughout the year, the project manager will use various community meetings and conferences to speak to developers and contractors and the media about *Rezonate*. Various experts, community members, and government officials involved in *Rezonate* will also be available to speak with the media about the issues pertinent to various developers and contractors regarding *Rezonate*, GI/LID principles, incentive programs, etc. All speakers will be armed with a set of talking points in order to convey the goals and objectives of *Rezonate* accurately. In addition, the project manager could invite various developers and contractors to be guest speakers at *Rezonate* events, such as community meetings.

8.1.10 Events and Community Meetings

The project manager will plan several events and community meetings throughout the year to target key developers and contractors and the populations they influence. The events will use educate using specific tools such as Mr. Whiskers and the education & development video. The community meetings will be used as a forum to include developers and contractors in the process of educating the people they influence. This may require developing an incentive program, which may be adapted from developer incentives described in EPA's *Managing Wet Weather with Green Infrastructure Municipal Handbook: Incentive Mechanisms*¹⁷. The project

¹⁷ http://www.epa.gov/npdes/pubs/gi_munichandbook_incentives.pdf

manager should also try to schedule joint meetings with contractors and municipalities to create a mutual understanding of the importance of the Reservoir. Developers and contractors will be asked for input, and the project manager will outline specific ways they can be involved. In order to plan effectively, the project manager should gather community calendars for all five counties and plan *Rezonate* events and community meetings around other scheduled dates. The project manager and Mr. Whiskers should also attend public community events and meetings that are hosted by developers and contractors. Examples of *Rezonate* events and community meetings are listed below (see Appendices E and J for more information).

1. WaterFest,
2. Secchi Day,
3. Litter Clean-up Day through *Keep The Reservoir Beautiful*,
4. Watershed Team Meetings, and
5. Workshops.

8.1.11 Citizen's Guide to the Comprehensive Protection and Restoration Plan

A plain-English version of the technical *Comprehensive Protection and Restoration Plan for the Ross Barnett Reservoir Watershed* will explain in a simple, abbreviated format (when developed, this will be less than 10 pages) what the current water quality concerns are and what is being done about them through *Rezonate*. This simpler, “layman’s terms” version will be incorporated into MDEQ’s *Citizen’s Guide to Water Quality in the Pearl River Basin*, and could be explained during educational workshops.

8.1.12 NEMO Workshops

The project manager could attend programs offered by the National Education for Municipal Officials (NEMO), which are specifically developed to provide education and assistance for community land use, in order to gain ideas for hosting similar, local workshops.

1. Contractor and inspector training and certification workshops;
2. Popular annual events (e.g., Pepsi Pops, Mississippi State Fair, Earth Day, National Environmental Education Week, Capital Day, etc.)(see Appendix E);

3. Community organization meetings (e.g., HOAs, Rotary International meetings, Lions Club meetings, 4H meetings, etc.)(see Appendix J);
4. Mississippi Certified Master Naturalist and Gardener Programs (sponsored by the Mississippi State University Cooperative Extension Service)(see Appendix D);
5. Public meetings held by cities;
6. Area development partnership meetings;
7. Chambers of Commerce meetings; and
8. MSU Cooperative Extension Service meetings.

8.1.13 Direct Mail

By receiving a postcard detailing *Rezonate*, developers and contractors will feel a part of the process and will have more of a comfort level regarding *Rezonate*. These postcards, which should feature background information, goals and objectives, and plans, will educate the target audiences about *Rezonate* and will explain why the *Rezonate* is relevant to them. The project manager will compile a comprehensive list of addresses in the five-county area to send direct mail pieces.

8.2 Education & Development Video

The project manager will use the education & development video to inform developers and contractors about the history and importance of the Reservoir. It could also be used at local events and meetings.

8.3 Collateral Materials

Any photographs, charts, maps, or other visual materials will be enlarged for display at all *Rezonate* events, as well as those attended by developers and contractors, to help further educate them about *Rezonate* and its goals. Mr. Whiskers should be used at all events and speaking engagements. Other materials will be developed and can include, but are not limited to, the following:

1. Signage to mark watersheds;
2. Signage for Adopt-a-Stream and stormwater drainage markers with the *Rezonate* logo (groups/organizations such as 4H or Boys & Girls Club could work to sustain drainage marking program)(see Appendices I and J for more information);
3. Map of watersheds for the general public, which should be displayed on the *Rezonate* website and in printed materials;
4. Brochure with educational facts, ways the Reservoir affects the interests of developers and contractors, tips, and lists of environmentally friendly companies;
5. Push-cards or small, postcard-sized handouts that highlight *Rezonate* goals;
6. Handouts on ways land-use changes impact water quality;
7. Handout regarding urban growth and development and water quality; and
8. *Rezonate* logo giveaways, such as:
 - a. Vehicle garbage bags,
 - b. Cups/mugs,
 - c. Window decals,
 - d. T-shirts,
 - e. Floating key chains, and
 - f. Reusable grocery bags.

The project manager may also make the *Rezonate* logo available to organizations led or influenced by various developers and contractors for use on websites and collateral materials specific to each organization. This will create additional awareness of *Rezonate* and will demonstrate the organization/leader's commitment to the Initiative.

8.4 Website & Social Media

The project manager should work to keep the *Rezonate* website¹⁸ updated regularly with news stories and other helpful information pertinent to developers and contractors. The project manager could create a section on the site that speaks directly to developers and contractors about important issues, such as urban growth and development. The website can also be used as

¹⁸ www.rezonate-ms.org

a resource for various developers and contractors. The following list includes some examples of items that could be posted on the website:

1. Information about issues, such as urban growth and development;
2. Stormwater information: impact of stormwater, rules and regulations;
3. Link to other resource tools and websites;
4. Hazardous Household Materials (HHM) drop-off information;
5. YouTube videos about how pollutants affect water quality and videos developed for other watersheds in Mississippi such as the video recently developed by the Natural Resources Initiative of Northeast Mississippi¹⁹;
6. YouTube videos of developers and contractors volunteering for *Rezonate*;
7. Contact information to report any issues, such as improper BMPs at construction sites and illicit discharge of wastewater;
8. Section outlining types of pollutants and their causes;
9. List of developers and contractors who support *Rezonate*, and
10. Calendar of events.

Social media outlets, such as Facebook and Twitter, encourage interaction among several audiences. Many individuals may likely follow developers and contractors on social media sites. By encouraging developers and contractors to talk about *Rezonate* on these sites, it will create awareness of *Rezonate* within their networks. As developers and contractors become more involved in *Rezonate*, and collaborative efforts become more visible, social media will boost interaction. The project manager will maintain these groups and invite participants to ensure the quality and integrity of *Rezonate*'s message. By setting up social media accounts on these sites, *Rezonate* may also keep developers and contractors informed of progress and news, as well as gain valuable feedback. The project manager may use social media online, driving more people to that information. Social media accounts will also allow the project manager to stay connected with various developers and contractors, and show support for the various developer and contractor projects and events.

¹⁹ <http://www.youtube.com/watch?v=h11FhhLPjX0&feature=related>,
<http://www.youtube.com/watch?v=AgHVeHqSiu8&feature=related>

8.5 Research

8.5.1 Developer and Contractor Surveys

The project manager will use surveys to gauge developer and contractor knowledge, attitudes, and perceptions about the Reservoir watershed. Surveys will also be used to determine the willingness of various developers and contractors to become involved in *Rezonate* (see Appendix D).

9.0 REFERENCES

- FTN Associates, Ltd. 2011. *Comprehensive Protection and Restoration Plan for the Ross Barnett Reservoir Watershed, Mississippi*. Prepared for the Mississippi Department of Environmental Quality. Little Rock, AR.
- Malle, B.F., and J. Knobe. 1997. The folk concept of intentionality. *Journal of Experimental Social Psychology* 33:101-121.

APPENDIX A

Vision Statement



Born of the aspirations, dreams and desires of visionaries past, the Ross Barnett Reservoir is an interwoven community of residential, commercial, wildlife and ecological systems that coexist to create a source of life, as well as a source of lifestyle.

It is a dichotomy of rural wilderness and the most upscale modern developments. A community in the traditional sense, the Reservoir is also a community in the larger sense ... one where all of Mississippi may take part in camping, boating, hiking, bicycling and a destination for experiential learning, as well as a source for economic development and social interaction.

The common thread to all this activity and community is the unsurpassed water quality management practices performed within the Reservoir's watershed. It is an area vehemently protected by a highly motivated, enlightened citizenry that has a passion for the sustainability of this precious resource.

A source of pride and a wellspring of enjoyment, the Reservoir is a place where all who appreciate its many benefits take personal responsibility for sustaining its unique characteristics for generations to come.

APPENDIX B

Education Plan Schedule

APPENDIX C

Budget

BUDGET

Table C.1 provides a summary of the annual budget required for implementation of all objectives described in the education plan for each target audience. Labor is expressed in terms of full-time equivalents (FTE). For the purposes of this plan, an FTE was assumed to equal one staff member working 2,000 hours per year (50 weeks at 40 hours per week). The staff hours needed to achieve each objective are included in the summary tables for each objective. Table C.1 represents the sum of all hours for all objectives. The material costs are estimated based on current market rates for consultants that would assist in specific deliverables of the plan (e.g., stakeholder survey) and estimated printing costs for collateral materials. Material costs were rounded off to the nearest hundred. Table C.2 provides a more detailed cost estimate, broken down by objective.

Table C.1. Summary of the annual budget.

Target Audience	Year 1		Year 2		Year 3		Year 4		Year 5	
	Labor	Materials	Labor	Materials	Labor	Materials	Labor	Materials	Labor	Materials
General Public	1.06	\$ 144,100.00	0.102	\$ 68,000.00	0.96	\$ 47,300.00	0.96	\$ 42,300.00	0.96	\$ 37,300.00
Students/Educators	0.16	\$ 1,250.00	0.24	\$ 1,250.00	0.15	\$ 1,250.00	0.15	\$ 1,250.00	0.15	\$ 750.00
Homeowner Associations	0.07	\$ 1,500.00	0.07	\$ 1,500.00	0.07	\$ 1,500.00	0.03	\$ 1,500.00	0.03	\$ 1,500.00
Civic Organizations	0.08	\$ 2,500.00	0.05	\$ 2,500.00	0.03	\$ 2,500.00	0.03	\$ 2,500.00	0.03	\$ 2,500.00
Decision-Makers	0.22	\$ 1,000.00	0.16	\$ 3,500.00	0.16	\$ 3,500.00	0.13	\$ 3,500.00	0.13	\$ 3,500.00
Developers and Contractors	0.34	\$ 1,500.00	0.31	\$ 1,500.00	0.28	\$ 2,000.00	0.27	\$ 2,000.00	0.27	\$ 2,000.00
Total	1.93	\$ 151,850.00	1.85	\$ 78,250.00	1.65	\$ 44,450.00	1.02	\$ 58,050	1.57	\$ 47,550.00

Table C.2. Budget broken down by objective.

Objective	Year 1		Year 2		Year 3		Year 4		Year 5	
	Personnel (hours)	Materials	Personnel (hours)	Materials	Personnel (hours)	Materials	Personnel (hours)	Materials	Personnel (hours)	Materials
Obj. 1.1.1	80	\$ 100,000.00	80	\$ 30,000.00	80	\$ 15,000.00	80	\$ 15,000.00	80	\$ 15,000.00
Obj. 1.1.2	60	\$ 1,200.00	60	\$ 1,200.00	60	\$ 1,200.00	60	\$ 1,200.00	60	\$ 1,200.00
Obj. 1.1.3	30	\$ 600.00	30	\$ 600.00	30	\$ 600.00	30	\$ 600.00	30	\$ 600.00
Obj. 1.1.4	100		100		100		100		100	
Obj. 1.1.5	120		120		120		120		120	
Obj. 1.1.6	50	\$ 1,800.00	30	\$ 700.00						
Obj. 1.17	80		80		80		80		80	
Obj. 1.1.8/1.1.9	120		120		120		120		120	
Obj. 1.1.10	33		17							
Obj. 1.1.11	16		16		16		16		16	
Obj. 1.1.12			26							
Obj. 1.1.13	20	\$ 40,000.00	20	\$ 35,000.00	20	\$ 30,000.00	20	\$ 25,000.00	20	\$ 20,000.00
Obj. 1.1.14	96		96		96		96		96	
Obj. 1.1.15	45		23							
Obj. 1.1.16	20		20		20		20		20	
Obj. 1.2.1	48		48		48		48		48	
Obj. 1.2.2	20		20		20		20		20	
Obj. 1.2.3	48	\$ 500.00	38	\$ 500.00	28	\$ 500.00	18	\$ 500.00	18	\$ 500.00
Obj. 1.3.1	40									
Obj. 1.3.2	40		40		40		40		40	
Obj. 1.3.3	48		48		48		48		48	
Obj. 1.4.1	1,000		1,000		1,000		1,000		1,000	
Totals	2,114	\$ 144,100.00	2,032	\$ 68,000.00	1,926	\$ 47,300.00	1,916	\$ 42,300.00	1,916	\$ 37,300.00
FTE Equivalent	1.06	\$ 144,100.00	1.02	\$ 68,000.00	0.96	\$ 47,300.00	0.96	\$ 42,300.00	0.96	\$ 37,300.00
Total Cost	\$ 68,705.00	\$ 144,100.00	\$ 66,040.00	\$ 68,000.00	\$ 62,595.00	\$ 47,300.00	\$ 62,270.00	\$ 42,300.00	\$ 62,270.00	\$ 37,300.00
Grand total for 5 years									\$ 660,880.00	

Objective	Year 1		Year 2		Year 3		Year 4		Year 5	
	Personnel (hours)	Materials	Personnel (hours)	Materials	Personnel (hours)	Materials	Personnel (hours)	Materials	Personnel (hours)	Materials
Obj. 2.1.1	40		40		40		40		40	
Obj. 2.1.2	20		10							
Obj. 2.1.3	10	\$ 500.00	10	\$ 500.00	10	\$ 500.00	10	\$ 500.00	10	
Obj. 2.1.4			60							
Obj. 2.1.5			100							
Obj. 3.2.1		\$ 250.00		\$ 250.00		\$ 250.00		\$ 250.00		\$ 250.00
Obj. 2.2.2	24		24		24		24		24	
Obj. 2.2.3	20		20		20		20		20	
Obj. 2.3.1	40		40		40		40		40	
Obj. 2.3.2	150	\$ 500.00	150	\$ 500.00	150	\$ 500.00	150	\$ 500.00	150	\$ 500.00
Obj. 3.3.3	20		20		20		20		20	
Totals	324	\$ 1,250.00	474	\$ 1,250.00	304	\$ 1,250.00	304	\$ 1,250.00	304	\$ 750.00
FTE Equivalent	0.16	\$ 1,250.00	0.24	\$ 1,250.00	0.15	\$ 1,250.00	0.15	\$ 1,250.00	0.15	\$ 750.00
Total Cost	\$ 10,530.00	\$ 1,250.00	\$ 15,405.00	\$ 1,250.00	\$ 9,880.00	\$ 1,250.00	\$ 9,880.00	\$ 1,250.00	\$ 9,880.00	\$ 750.00
Grand total for 5 years										\$ 61,325.00
Obj. 3.1.1	20		20		20		20		20	
Obj. 3.1.2	20	\$ 1,000.00	20	\$ 1,000.00	20	\$ 1,000.00	20	\$ 1,000.00	20	\$ 1,000.00
Obj. 3.1.3	20	\$ 500.00	20	\$ 500.00	20	\$ 500.00	20	\$ 500.00	20	\$ 500.00
Obj. 3.1.4	85		85		80					
Totals	145	\$ 1,500.00	145	\$ 1,500.00	140	\$ 1,500.00	60	\$ 1,500.00	60	\$ 1,500.00
FTE Equivalent	0.07	\$ 1,500.00	0.07	\$ 1,500.00	0.07	\$ 1,500.00	0.03	\$ 1,500.00	0.03	\$ 1,500.00
Total Cost	\$ 4,712.50	\$ 1,500.00	\$ 4,712.50	\$ 1,500.00	\$ 4,550.00	\$ 1,500.00	\$ 1,950.00	\$ 1,500.00	\$ 1,950.00	\$ 1,500.00
Grand total for 5 years										\$ 25,375.00
Obj. 4.1.1	20		20		20		20		20	
Obj. 4.1.2	40		40		40		40		40	
Obj. 4.1.3	60	\$ 500.00	20	\$ 500.00		\$ 500.00		\$ 500.00		\$ 500.00
Obj. 4.1.4	32	\$ 2,000.00	16	\$ 2,000.00		\$ 2,000.00		\$ 2,000.00		\$ 2,000.00
Totals	152	\$ 2,500.00	96	\$ 2,500.00	60	\$ 2,500.00	60	\$ 2,500.00	60	\$ 2,500.00
FTE Equivalent	0.08	\$ 2,500.00	0.05	\$ 2,500.00	0.03	\$ 2,500.00	0.03	\$ 2,500.00	0.03	\$ 2,500.00
Total Cost	\$ 4,940.00	\$ 2,500.00	\$ 3,120.00	\$ 2,500.00	\$ 1,950.00	\$ 2,500.00	\$ 1,950.00	\$ 2,500.00	\$ 1,950.00	\$ 2,500.00
Grand total for 5 years										\$ 26,410.00

Objective	Year 1		Year 2		Year 3		Year 4		Year 5	
	Personnel (hours)	Materials								
Obj. 5.1.1	50		50		50		50		50	
Obj. 5.1.2	275	\$ 1,000.00	25	\$ 1,000.00	25	\$ 1,000.00	25	\$ 1,000.00	25	\$ 1,000.00
Obj. 5.2.1	80		80		80		80		80	
Obj. 5.3.1	40		150		150		80		80	
Obj. 5.3.2			20	\$ 2,500.00	24	\$ 2,500.00	24	\$ 2,500.00	24	\$ 2,500.00
Totals	445	\$ 1,000.00	325	\$ 3,500.00	329	\$ 3,500.00	259	\$ 3,500.00	259	\$ 3,500.00
FTE Equivalent	0.22	\$ 1,000.00	0.16	\$ 3,500.00	0.16	\$ 3,500.00	0.13	\$ 3,500.00	0.13	\$ 3,500.00
Total Cost	\$ 14,462.50	\$ 1,000.00	\$ 10,562.50	\$ 3,500.00	\$ 10,692.50	\$ 3,500.00	\$ 8,417.50	\$ 3,500.00	\$ 8,417.50	\$ 3,500.00
Grand total for 5 years										\$ 67,552.50
Obj. 6.1.1	100	\$ 500.00	50	\$ 500.00	50	\$ 500.00	50	\$ 500.00	50	\$ 500.00
Obj. 6.1.2			80	\$ 1,000.00	80	\$ 500.00	80	\$ 500.00	80	\$ 500.00
Obj. 6.2.1	150		125		125		100		100	
Obj. 6.2.2	135		65							
Obj. 6.2.3	300		300		300	\$ 1,000.00	300	\$ 1,000.00	300	\$ 1,000.00
Totals	685	\$ 1,500.00	620	\$ 1,500.00	555	\$ 2,000.00	530	\$ 2,000.00	530	\$ 2,000.00
FTE Equivalent	0.34	\$ 1,500.00	0.31	\$ 1,500.00	0.28	\$ 2,000.00	0.27	\$ 2,000.00	0.27	\$ 2,000.00
Total Cost	\$ 22,262.50	\$ 1,500.00	\$ 20,150.00	\$ 1,500.00	\$ 18,037.50	\$ 2,000.00	\$ 17,225.00	\$ 2,000.00	\$ 17,225.00	\$ 2,000.00
Grand total for 5 years										\$ 103,900.00

Assume 1 FTE = \$65,000

Assume 1 FTE = 2000

Total Project Budget: \$ 945,442.50

APPENDIX D

Surveys

SURVEYS

During the implementation of the *Comprehensive Education and Outreach Plan for Rezonate!*, materials will be developed to meet the specific needs of individual target audiences and local stakeholder groups in the Ross Barnett Reservoir watershed. Ideas, perceptions, and beliefs of these groups will be gathered through the use of surveys to create the most effective education and outreach materials. The following example surveys, included in this appendix, may be modified for use in the Reservoir watershed:

1. “Sample Homeowner Survey” created by the Center for Watershed Protection. Available online at http://www.cwp.org/documents/cat_view/80-factsheets-and-outreach-materials.html (accessed October 2011).
 2. “Survey Instrument: Capital Region Watershed District, Summer 2009 Survey, Activity Code: 71068, Code Name: Walter Conroy,” from the publication titled *Capital Region Watershed District: A study of resident attitudes and behaviors related to water quality* prepared by Wilder Research for the Capital Region Watershed District (November 2009). Available online at www.capitolregionwd.org/documents/Wilder_Report.pdf (accessed October 2011).
-

Homeowner Survey: South River Colony

These 13 questions are designed to provide a sense of what a typical residential area looks like and gauge your interest in using your yard for Bay protection. Please indicate your response to the following questions by placing an "X" in the box for the most appropriate answer.

1. Have you ever obtained advice or information on the following:

- a. Rain gardens Yes No
b. Rain barrels Yes No
c. Buffer management Yes No
d. Bayscaping Yes No
e. Environmentally-sensitive lawn care (i.e. fert./pest. application) Yes No

2. If you fertilize your lawn, are you willing to modify application rates/practices for environmental considerations?

- No Already do/did
 Yes Maybe, need more info
 Not applicable

3. If you are a dog owner, do you typically dispose of your dog's waste in the trash or toilet?

- No, never Usually
 On walks, but not in my own yard
 Not applicable

4. When it rains, the water collected on your roof is directed to gutters and is then discharged...

- Directly onto an impervious surface (driveway, sidewalk, street)
 Onto my lawn
 Into a landscaped feature
 Into a rain barrel or cistern
 Other _____

5. Would you be willing to install a rain barrel on your property?

- Yes No
 Maybe, need more information

6. Approximately, what percentage of your yard is currently covered by turf grass (lawn)?

- 0 – 20% 61-80%
 21 – 40% 81-100%
 41- 60%

7. Have you ever converted portions of your lawn into a landscaped area (such as mulched beds, rain gardens, bayscapes ,etc)?

- Yes No

8. Would you be willing to reduce the amount of existing turf grass in your yard by installing a rain garden or other landscaped feature?

- Yes No
 Maybe, need more information

9. In your landscaped areas, do you currently have mostly native vegetation?

- Yes No, mostly non-native
 Equal mix Don't know
 Not applicable

10. Would you be willing to use native vegetation in landscaped areas?

- Yes No
 Maybe, need more information

11. Does your property border on (or contain) a bay, river, stream, wetland or other drainage feature?

- Yes No

12. If yes to # 11, how would you best describe the first 25- 50 ft (buffer) between that feature and your yard?

- Bare soil Lawn
 Landscaped area Other: _____
 Natural, undisturbed _____

13. Following # 12, would you be willing to enhance that buffer area with native plantings or reduced maintenance?

- Yes No
 Maybe, need more information

Name (optional) _____

Thank you for taking the time to complete this survey. If you have any questions, please contact:

Survey instrument

Case ID: _____

**Capitol Region Watershed District
Summer 2009 Survey
Activity code: 71068
Code Name: Walter Conroy**

INTRO

My name is _____. I am calling from Wilder Research in St. Paul. **IF NEEDED: THIS IS NOT A SALES CALL.** We're asking area residents a few questions about their opinions on water quality. The information we're collecting will be used to improve local lakes and the Mississippi River. Can I confirm that you live at this address?

IF YES, CONTINUE.

IF NO: We are only surveying people who live in the Capitol Region Watershed District. Thank you for your time.

Does your home have a yard that someone in your household is responsible for taking care of?

IF YES, CONTINUE.

IF NO: We are only surveying people who live in a home with a yard that is cared for by the occupants. Thank you for your time.

We are only surveying adults. May I please speak with an adult in the household age 18 or older?

IF YES, CONTINUE.

IF NO: When would be a good time to call back and talk to an adult about the survey? SET APPOINTMENT, FIND OUT WHO WE SHOULD WE ASK FOR, GET OTHER/BETTER NUMBER

IF PERSON ON THE PHONE IS NOT THE RESPONDENT, REPEAT INTRO WHEN R COMES TO THE PHONE. OTHERWISE, CONTINUE.

REPEAT INTRO AS NEEDED.

We want to hear about your opinions on water quality and your experiences with household activities that can affect water quality. This information will be used by the Capitol Region Watershed District which manages and protects natural waters in your city. This survey is completely voluntary and confidential and will only take 5 to 10 minutes. Is now a good time to do the survey?

IF YES: If there are any questions you do not want to answer, just let me know and we'll skip them.

IF NO: Would there be a better time or a different number where we could call you back to do the survey? SET APPOINTMENT, FIND OUT WHO WE SHOULD WE ASK FOR, GET OTHER/BETTER NUMBER

IF REFUSED: May I ask the reason you do not want to participate?

IF R STILL REFUSES, RECORD REASON AND END SURVEY: Thank you for your time.

IF NEEDED FOR CONCERNS OR QUESTIONS ABOUT CAPITOL REGION WATERSHED DISTRICT: You may contact Elizabeth Storey. Her phone number is 651-644-8888 and her email address is elizabeth@capitolregionwd.org.

**Capitol Region Watershed District
Summer 2009 Survey**

First of all, I am interested in hearing your opinions about water quality in the Saint Paul area, including the city in which you live.

1. In general, how concerned are you about the pollution of our lakes and streams? Would you say you are...
- Very concerned,1
 - Somewhat concerned, or2
 - Not at all concerned?2
 - Refused7
 - Don't know8
2. Over the past five years, do you think the quality of lakes and streams in the Saint Paul area has...
- Gotten better,.....1
 - Gotten worse, or2
 - Stayed the same?.....3
 - Refused7
 - Don't know8

Please tell me how much you agree or disagree with the following statement.

3. When it comes to important issues, preserving the quality of our lakes and streams is one of the most important issues our region faces. Would you say you...
- Strongly agree,1
 - Agree,2
 - Disagree, or3
 - Strongly disagree?.....4
 - Refused7
 - Don't know8

Next, I want to ask you about some activities you might do to care for your lawn or garden.

4. Do you use fertilizer on your lawn or garden?
- Yes1
 - No.....(GO TO Q. 6).....2
 - Refused(GO TO Q. 6).....7
 - Don't know(GO TO Q. 6).....8

5. When do you usually fertilize your lawn or garden? (MARK ALL THAT APPLY.)
- Spring, March through early Jun 1
 - Summer, mid-June through early August 2
 - Fall, late August through November 3
 - Refused 7
 - Don't know 8
6. What do you do with the grass clippings that are generated from mowing your lawn? Do you usually...
- Leave them on the lawn, 1
 - Bag them to be taken away by the garbage hauler, 2
 - Take them to a yard waste facility, or 3
 - Do something else with the clippings? (Specify: _____) .. 4
 - Refused 7
 - Don't know 8
 - Not Applicable 9
7. What do you do with the leaves that drop from your trees? Do you usually...
- Leave them on the lawn, 1
 - Bag them to be taken away by the garbage hauler, 2
 - Take them to a yard waste facility, or 3
 - Do something else with the leaves? (Specify: _____) ... 4
 - Refused 7
 - Don't know 8
 - Not Applicable 9
8. Do you currently participate in any of the following lawn and garden care practices?

	Yes	No	REF	DK
a. Do you mulch? (IF NEEDED: Apply organic matter, such as bark or wood chips to your garden beds in order to conserve soil moisture.)	1	2	7	8
b. Do you compost? (IF NEEDED: Allow yard waste and organic household waste to decompose in a bin and then add it to your garden beds.)	1	2	7	8
c. Do you use a rain barrel? (IF NEEDED: Use a water tank to collect rainwater from rooftops and gutters which can then be used to water garden beds.)	1	2	7	8
d. Do you have a rain garden installed in your yard? (IF NEEDED: A rain garden is a planted depression that allows rainwater runoff from roofs or paved areas to be absorbed into the ground.)	1	2	7	8
e. Do you have native plants or shrubs installed in your yard? (IF NEEDED: Native plants are species that are indigenous to Minnesota and require little maintenance.)	1	2	7	8

Now I have a question about your understanding of storm water management.

9. When it rains, rain water runs into storm drains in the street. Do you think this water gets treated at a water treatment facility before it enters our lakes and streams?
- Yes 1
 - No..... 2
 - Refused 7
 - Don't know 8

Next, I would like to ask you few questions about your outside water use.

10. Which location best describes where the rain gutters on your home are directed? Would you say...
- A driveway, sidewalk, walkway, or alley, 1
 - A lawn, flower bed, or garden, or 2
 - Some place else? (Specify: _____) .. 3
 - IF VOLUNTEERED: My house does not have rain gutters..... 4
 - IF VOLUNTEERED: I have gutters directed toward both driveway, etc. and lawn, etc. 5
 - Refused 7
 - Don't know 8

11. Does your household own any motor vehicles such as cars, trucks, or motorcycles?
- Yes 1
 - No..... (GO TO Q. 13)..... 2
 - Refused (GO TO Q. 13)..... 7
 - Don't know (GO TO Q. 13)..... 8

12. Where do you usually wash your motor vehicles? Would you say...
- At a car wash, 1
 - In your driveway at home, 2
 - On your lawn at home, or 3
 - Some place else? (Specify: _____) .. 4
 - IF VOLUNTEERED: I do not wash my vehicle 5
 - Refused 7
 - Don't know 8

13. “Runoff” is rainwater that does not get absorbed into the ground, but goes into storm drains that lead directly to our lakes and streams. This water picks up pollutants along the way that harm our lakes and rivers. Earlier, I asked you about some outdoor activities related to runoff. Now I would like to ask you about reducing runoff. There are many things residents can do: use less fertilizer, keep yard waste off the sidewalk and street, and install a rain garden are just a few. I am going to read you a list of common reasons why people **don’t** take steps to reduce runoff. Please tell me how much **you** agree or disagree with each statement:

(REPEAT PROBE AS NEEDED: such as installing a rain garden, keeping leaves and grass off sidewalks and streets, and directing gutters away from paved surfaces)	(Would you say that you...)					
	Strongly agree,	Agree,	Disagree, or	Strongly disagree?	REF	DK
a. I feel these things take too much time and effort.	1	2	3	4	7	8
b. I feel these things cost too much money.	1	2	3	4	7	8
c. I feel these things require special knowledge or expertise.	1	2	3	4	7	8
d. I feel these things will not make much difference in our lake water quality.	1	2	3	4	7	8
e. I did not know that runoff from my yard could harm our lakes.	1	2	3	4	7	8

14. Are you or someone else in your household responsible for paying the property taxes at this address?

Yes 1
 No.....(GO TO Q. 16).....2
 Refused(GO TO Q. 16)..... 7
 Don’t know(GO TO Q. 16)..... 8

15. Currently, \$15 of your property taxes each year go toward maintaining lakes and streams in your area. Would you be willing to pay a property tax increase of \$3 per *next* year to improve our local lakes and the Mississippi River? Your taxes WILL NOT be affected based upon your response to this question.

Yes 1
 No.....2
 Refused 7
 Don’t know 8

16. (DO NOT READ UNLESS NECESSARY): What is your gender?

Male 1
 Female.....2
 Refused 7

17. If I may ask, what is your age?

- 18-24 1
- 25-34 2
- 35-44 3
- 45-54 4
- 55-64 5
- 65 and over 6
- Refused 7

18. What is your race or ethnicity? (INTERVIEWER: DO NOT READ CHOICES. MARK YES OR NO FOR EACH)

	Yes	No	DK	REF
a. American Indian	1	2	8	9
b. Asian/Pacific Islander	1	2	8	9
c. Black/African American	1	2	8	9
d. White/Caucasian	1	2	8	9
e. Hispanic/Latino	1	2	8	9
f. Some other race (Specify: _____)	1	2	8	9

19. For statistical purposes, it would be helpful to know which income category is closest to your total household income before taxes in 2008, including income from all sources and all members of your household. Was it...

- Less than \$10,000, 1
- \$10,000 to under \$30,000, 2
- \$30,000 to under \$50,000, 3
- \$50,000 to under \$70,000, 4
- \$70,000 to under \$100,000, or 5
- \$100,000 or more? 6
- Refused 7
- Don't know 8

20. Prior to this survey, had you ever heard of the Capitol Region Watershed District?

- Yes 1
- No 2
- Refused 7
- Don't know 8

21. We would like to talk to residents more in-depth about water quality issues and household activities that affect water quality. Would you be interested in participating in a focus group with other area residents? You would receive \$20 incentive for your participation if you are selected to participate.

- Yes 1
- No..... 2
- Refused 7
- Don't know 8

IF YES: Someone from Wilder Research may contact you in the next couple of months about this focus group. Can you tell me your first name so we'll know who to ask for when we call?
_____ (Insert name)

22. Would you be interested in receiving information from the Capitol Region Watershed District about ways to prevent or reduce water runoff? They offer grants to homeowners interested in installing water quality projects in their yard.

- Yes 1
- No..... 2
- Refused 7
- Don't know 8

IF "YES": Do you have an email address that they can send information to? IF R DOES NOT HAVE AN EMAIL ADDRESS CONFIRM MAILING ADDRESS.

(RESPONDENT'S EMAIL ADDRESS) _____

IF "NO," CONTINUE.

Thank you for your time. We appreciate you sharing your opinions with us. For more information about protecting water resources in your area, you can visit the Capitol Region Watershed District online at (SPELL OUT ADDRESS) www.capitolregionwd.org

Interviewer Name: _____

Date: _____

Interviewer Employee # _____

Time: _____
(24 hour clock)

INTERVIEWER

Do you have comments about this case? Please include anything that you think the supervisor or the coder should know about this case. If you are unsure how to code a particular response, note the item name and the problem here.

APPENDIX E

Events

EVENTS

MISSISSIPPI SOIL AND WATER CONSERVATION SERVICE

The following events are available through local Soil & Water Conservation District Offices or from the Mississippi Soil & Water Conservation Commission:

1. Tree Planting week (April) Annual Event,
2. Soil and Water Stewardship week (March) Annual Event,
3. Arbor Day (April) Annual Event,
4. Mississippi Association of Conservation Districts: Awards
 - Outstanding Conservation Education Teacher / Secondary,
 - Outstanding Conservation Education Teacher / Elementary, and
 - Outstanding Conservation Education Program / District.

These awards recognize efforts of teachers in local schools who incorporate conservation awareness into their everyday classroom curriculum. The Conservation Education Program District award is presented to the Soil and Water Conservation District that has developed original methods of conveying the conservation message to students and adults through their education program. Each state winner is then nominated for the national award, which is sponsored by Zeneca and the National Association Conservation Districts.

WARREN A. HOOD SOIL & WATER CONSERVATION YOUTH CAMP

This camp is held at Hinds Community College in Raymond the first week of June from Sunday to Thursday afternoon. The students participate in hands-on learning activities taught by local conservation professionals.

CARNIVAL/ FIELD DAYS

Local Soil & Water Conservation Districts organize and conduct educational hands-on field days to provide school age students an opportunity to participate in conservation activities in various natural resource areas.

ENVIRONMENTAL TEACHER WORKSHOPS

The Commission conducts workshops on Conservation Education in the Classroom at local schools, state subject area conferences, environmental education conferences, and other educational meetings and summer workshops (Project Learning Tree & Project WET).

MISSISSIPPI MUSEUM OF NATURAL SCIENCE

The following events are offered through the Mississippi Museum of Natural Science. For more information, call (601) 354-7303 or go online to <http://www.msnaturalscience.org>.

NATURALIST LECTURE SERIES

These lectures take place at 1 p.m. on the first Tuesday of the month, with the exception of December and January, in the Rotwein Theater at the museum. Lectures cover a wide range of topics and are free to Museum Foundation members. Regular admission applies to the general public.

Teacher workshops are provided by the staff at the museum for teachers of all types, classroom teacher and teachers of informal education such as scouts and camp leaders. The following classes can be taken for CEU credits:

1. Project Wet,
2. Project Wild,
3. Project Aquatic Wild,
4. Flying Wild,
5. Wild About Reptiles, and
6. Growing Up Wild.

MAKE A SPLASH AT THE MISSISSIPPI MUSEUM OF NATURAL SCIENCE

This is an annual event at the museum. It is an interactive way to learn about many water-related issues.

KEEP MISSISSIPPI BEAUTIFUL AND KEEP THE RESERVOIR BEAUTIFUL

Keep Mississippi Beautiful / Keep the Reservoir Beautiful are programs to encourage citizens to keep Mississippi clean by keeping litter pick up and in its proper place, beautification and recycling. Visit the *Keep Mississippi Beautiful* program website at <http://keepmsbeautiful.com/>.

EARTH DAY

Local communities hold events celebrating Earth Day on April 22 annually.

MDEQ PROJECT EARTH WORKSHOPS

MDEQ Nonpoint Source staff support and coordinate Project Earth Environmental Education Workshops for teachers. These workshops usually last one full week and emphasize water quality, polluted runoff, wetlands, wildlife, and forestry. Interactive lesson plans and field trips add a hands-on dimension. MDEQ Nonpoint Source staff also assists with teacher workshops sponsored by other agencies or universities by providing water model demonstrations, field trips, lesson plan packages and/or implementing lesson plans with the teachers. For more information, see MDEQ's Education Workshops web page at http://www.deq.state.ms.us/mdeq.nsf/page/NPS_EducationWorkshops?OpenDocument.

MDEQ SOLID WASTE PROGRAMS

MDEQ's Solid Waste division gives support to the public with management and disposal of non-hazardous solid wastes in the state of Mississippi. A list of programs, brochures, grants and permits along with other information can be found on MDEQ's Solid Waste Policy, Planning, and Grants web page at http://www.deq.state.ms.us/MDEQ.nsf/page/SW_Home?OpenDocument.

WATERFEST

WaterFest is a yearly event held at the Ross Barnett Reservoir in April to educate the general public on the importance of the reservoir and its primary uses, drinking water and

recreation. This event is co-sponsored by MDEQ and the Pearl River Valley Water Supply District. For more information, see the *Rezonate!* website at <http://www.rezonate-ms.org>.

The following is a list of other community events that take place in the five-county Reservoir watershed area.

MISSISSIPPI BLUES MARATHON – JACKSON, MISSISSIPPI

The Mississippi Blues Marathon and Half-Marathon is an opportunity to run the Marathon, Half-Marathon, Relay or Kids' 1-Mile 'Marathon.' The event is also a huge street party filled with enthusiastic supporters encouraging their friends and family to complete the races.

DR. MARTIN LUTHER KING, JR., CELEBRATION AND PARADE – JACKSON, MISSISSIPPI

This is two full weeks of activities leading up to the second largest parade in America honoring Dr. Martin Luther King, Jr. This annual celebration will feature gospel singing, a talent show, live entertainment and more.

MAL'S ST. PADDY'S DAY PARADE – JACKSON, MISSISSIPPI

This annual event is one of the biggest parades of its kind in the country.

ARTS, EATS AND BEATS – JACKSON, MISSISSIPPI

This is an annual event in Fondren that takes place every April.

FONDREN UNWRAPPED – JACKSON, MISSISSIPPI

The merchants of the historic Fondren District host this annual grand Holiday Open House in November. Attendees can walk from shop to shop and enjoy an evening of holiday shopping, festive music, and delightful cuisine throughout the business district.

FONDREN AFTER 5 – JACKSON, MISSISSIPPI

Once a month Fondren stores stay open late for shoppers.

LYNCH STREET HERITAGE FESTIVAL – JACKSON, MISSISSIPPI

This two-day event is designed to recapture the festive, artistic, and cultural atmosphere of the area. Festivities include a talent show, arts and crafts booths, and musical entertainment.

MISSISSIPPI BUSINESS & TECHNOLOGY EXPO – JACKSON, MISSISSIPPI

This is the state's largest business-to-business networking event that features nearly 200 exhibits and is expected to attract thousands of attendees.

GREATER BELHAVEN MARKET – JACKSON, MISSISSIPPI

Shoppers will find the best that Mississippi growers, producers, and artisans have to offer at one location. The market is open every Saturday.

DOWNTOWN AT DUSK – JACKSON, MISSISSIPPI

This event takes place monthly during the spring and summer.

JACKTOBERFEST – JACKSON, MISSISSIPPI

This music festival takes place once a year in October.

TOP OF THE HOPS BEER FESTIVAL – JACKSON, MISSISSIPPI

This is an annual event that features beer tasting, food, music and games.

MISTLETOE MARKETPLACE – JACKSON, MISSISSIPPI

Mistletoe Marketplace is the Junior League of Jackson's annual fundraiser that features shopping food, live auctions and music.

HANDWORKS MARKET – JACKSON, MISSISSIPPI

Held once a year, during the weekend before Thanksgiving, this event features arts and crafts.

CHIMNEYVILLE CRAFTS FESTIVAL – JACKSON, MISSISSIPPI

The Chimneyville Crafts Festival is held the first weekend in December at the Mississippi Trade Mart in Jackson, Mississippi. The Festival is continuously named a Top Twenty Event in the Southeast by the Southeast Tourism Society.

CELTICFEST – JACKSON, MISSISSIPPI

CelticFest Mississippi is the main outgrowth of the Celtic Heritage Society's mission to promote awareness and appreciation of the Celtic nation's music, dance, and culture in Mississippi and the region.

LIGHT THE NIGHT WALK – JACKSON, MISSISSIPPI

Each year, in communities all across the United States and Canada teams of families, friends, co-workers and local and national corporations come together to raise funds for The Leukemia & Lymphoma Society's *Light the Night Walk* events and bring help and hope to people battling blood cancers.

MAKING STRIDES AGAINST BREAST CANCER OF JACKSON 5K WALK/RUN

The Making Strides event is not just a race but also a celebration of survivorship, an occasion to express hope, and a shared goal to end a disease that threatens the lives of so many people.

FALL FESTIVAL AT THE TOWNSHIP – RIDGELAND, MISSISSIPPI

This is an annual family event.

BLUES AND GROOVE AT THE TOWNSHIP – RIDGELAND, MISSISSIPPI

Local performers line up for this annual music festival.

KIDFEST – RIDGELAND, MISSISSIPPI

A real family event that includes big top acts, children’s activity tent, music, food, animated characters from your child’s favorite shows and much more for the young and young at heart.

DRAGON BOAT REGATTA – RIDGELAND, MISSISSIPPI

The Madison County Chamber of Commerce sponsors the annual Dragon Boat Regatta. Weeklong festivities culminate on race day when teams race head to head, while a free festival is held on shore featuring music, a children’s village and food.

PEPSI POPS – RIDGELAND, MISSISSIPPI

A signature event in the region, Pepsi Pops is family-friendly and picnics are welcome. Presented at Old Trace Park on the Ross Barnett Reservoir, the orchestra performs light classics, show tunes and patriotic marches. The evening ends with a fabulous fireworks display.

RENAISSANCE AT COLONY PARK HALF MARATHON AND 10K – RIDGELAND, MISSISSIPPI

The Renaissance Half Marathon & 10K runs one of Mississippi’s largest half marathons.

RUN FOR LIFE MARATHON AND HALF – MADISON, MISSISSIPPI

This full- and half-marathon course starts and finishes in Madison. It is an annual full marathon event hosted by Marathon Makeover.

EASTER EGG HUNT – FLOWOOD, MISSISSIPPI

Held at Winner’s Circle Park, this is an event for children 0 – 10 years. Egg hunt, Prizes, Games and Fun Activities.

MUSCADINE JUBILEE - PELAHATCHIE, MISSISSIPPI

For 25 years, thousands of people have been coming to Pelahatchie late in the summer to pay homage to the muscadine grape, famed ingredient in southern wines, pies, and jellies. The Muscadine Jubilee is Pelahatchie’s premier event.

APPENDIX F

Best Management Practices

BEST MANAGEMENT PRACTICES

The following tables summarize the management practices recommended in the *Comprehensive Protection and Restoration Plan for the Ross Barnett Reservoir Watershed, Mississippi*. Appendix J of the Comprehensive Watershed Protection and Restoration Plan includes fact sheets developed for each management practice. The fact sheets are also available online at the Rezonate website (<http://www.rezonate-ms.org>).

Table F.1. Green infrastructure, urban, and streambank management practices.

Management Practices	Forest	Developed	Pasture	Shrubland	Cropland	Water	Wetland
Bioretention areas/rain gardens (acres)		X					
Stormwater detention/retention basins (acres)		X					
Infiltration systems (acres)		X					
Constructed Stormwater Wetlands (acres)	X	X					
Pervious pavement (acres)		X					
Soil amendments (acres)		X					
Level spreader (linear feet [LF])		X					
Water quality swales/bioswales (LF)		X					
Grassed swales (LF)		X					
Vegetated filter strips (LF)		X					
Green roofs (number of buildings)		X					
Rain barrels/cisterns (number of buildings)		X					
Restored riparian buffer/vegetative buffers (LF)		X	X	X	X	X	X
Vegetative stream bank protection/stabilization (LF) <ul style="list-style-type: none"> • Straw matting • Live stakes • Live fascines and poles/posts • Branch Packings • Coconut fiber rolls • Live cribwall • Stones / rock armor rip rap • Dry stone walls • Gabions 	X	X	X	X	X	X	X
Gully stabilization/repair (LF)		X	X	X	X		
Green infrastructure development (open space) (acres)	X	X					
Preservation of vegetation/trees on urban sites (acres)	X	X					
Wetland enhancement/restoration (acres)			X		X		X
BMPs for pesticide and fertilizer application (acres)		X					
Education practices for homeowners		X					

Table F.2. Reservoir management practices.

Management Practices	Forest	Developed	Pasture	Shrubland	Cropland	Water	Wetland
Restoration/replanting of reservoir shoreline riparian areas (miles)		X				X	X
Disposal methods of dredge material for beneficial use						X	X
Sandbar litter collection						X	X
Herbicide application for invasive species control						X	X
Artificial wetlands for shoreline protection						X	X

Table F.3. Enforceable mechanisms.

Management Practices	Forest	Developed	Pasture	Shrubland	Cropland	Water	Wetland
Stormwater management (MS4) enforcement		X					
SWPPP Implementation and construction stormwater BMP enforcement		X					
Zoning open space requirements	X	X					
Landscaping ordinances	X	X					
Overlay district		X				X	
Boat holding tank inspections						X	
Litter ordinances	X	X	X	X	X	X	X

Table F.4. Forestry management practices.

Management Practices	Forest	Developed	Pasture	Shrubland	Cropland	Water	Wetland
Properly designed skid trails and landings	X						
Streamside management zones	X					X	X
Forest regeneration	X						
Conservation easements							

Table F.5. Agricultural management practices.

Management Practices	Forest	Developed	Pasture	Shrubland	Cropland	Water	Wetland
Fencing of pastures (interior to facilitate rotational grazing)			X				
Alternative water sources for pasture			X				
Livestock stream crossing			X			X	X
Row crop residue management					X		
Cover crops					X		
Terraces					X		
Grade stabilization structures		X	X		X		
Riparian buffer zones			X		X		
Field boarders			X		X		
Filter strips					X		
Animal mortality facilities					X		
Poultry litter transport			X	X	X		
Nutrient management plans			X	X	X		
Integrated Pest Management							

APPENDIX G

Performance Measures

PERFORMANCE MEASURES

Goal/Objective	Indicator
General Public Audience	
Goal 1.1: Rezonate Initiative Awareness	
Obj. 1.1.1	Number of completed surveys
Obj. 1.1.2; 1.1.3; 1.1.15; 1.3.3	Number of attendees at meeting
Obj. 1.1.3	Number of speaking engagements
Obj. 1.1.3	Number of requests for spokesperson
Obj. 1.1.3	Number of news releases, feature stories
Obj. 1.1.4; 1.1.7; 1.1.8; 1.1.9; 1.1.11; 1.1.13; 1.1.15; 1.2.1; 1.2.2	Number of individuals reached
Obj. 1.1.4; 1.1.5; 1.1.6	Number of materials distributed
Obj. 1.1.5; 1.1.6	Number of contacts made
Obj. 1.1.6; 1.1.16; 1.2.2; 1.2.5	Number of signs posted on roadways and recreational areas
Obj. 1.1.7	Number of addresses for e-newsletter
Obj. 1.1.8; 1.1.9; 1.1.11; 1.2.6; 1.2.7; 1.2.8; 1.2.10; 1.2.11	Number of hits on website, social media
Obj. 1.1.10	Number of residence reached by mail
Obj. 1.1.11	Number of requests for media kit
Obj. 1.1.12	Number of maps displayed
Obj. 1.1.13	Number of exhibitors, sponsors and amount of funding
Obj. 1.1.13; 1.2.3; 1.3.2	Increased number of participants in activity (WaterFest, Secchi Day, etc.)
Obj. 1.1.14	Increased number of collaborations
Obj. 1.1.16	Number of performance measures met
Goal 1.2: Awareness of Initiative Focus (Six Issues)	
Obj. 1.2.1	Number of PSAs run
Obj. 1.2.2	Number of markers placed

Goal/Objective	Indicator
Goal 1.3: Establish Watershed Team	
Obj. 1.3.1	Creation of roles for watershed leaders
Obj. 1.3.2	Increased number of local stakeholders and decision-makers
Goal 1.4: Secure Additional Funding for the Implementation of the <i>Comprehensive Education & Outreach Plan</i>	
Obj. 1.4.1	Submittal of one major grant proposal (\$25,000) per quarter, two major mail/email/social media campaigns per quarter, one major (\$10,000) public relations effort targeting 200 people per month.
Educators/Students in Area Schools	
Goal 2.1: Educate Audience About Water Pollution and Prevention	
Obj. 2.1.4; 2.1.5	Curriculum developed
Obj. 2.1.3; 2.1.4	Increased number of schools participating
Obj. 2.1.3	Increased number of students reached
Obj. 2.1.1	Number of speaking engagements
Obj. 2.1.4; 2.2.2	Number of teachers participating
Obj. 2.1.3	Number of community groups participating
Obj. 2.2.4	Number of teacher assistants participating
Obj. 2.1.2; 2.1.3	Number of students participating
Goal 2.2: Provide Incentives to Incorporate Curriculum	
Obj. 2.2.1	Increase in monetary incentive
Obj. 2.2.1; 2.2.2; 2.2.3	Number of teacher participating in challenges
Obj. 2.2.1; 2.2.2; 2.2.3	Number of students participating in challenges
Goal 2.3: Assist With Other Educational Activities that Have Goals Similar to <i>Rezonate</i>	
Obj. 2.3.1	Number of contacts made
Obj. 2.3.1	Number of partnerships
Obj. 2.3.2; 2.3.3	Number of students participating
Obj. 2.3.3	Number of community service hours

Goal/Objective	Indicator
<i>Homeowner Associations</i>	
Goal 3.1: Educate Homeowners About the Importance of Protecting Water Quality	
Obj. 3.1.1	Increased number of contacts
Obj. 3.1.2	Number of brochures distributed
Obj. 3.1.3	Number of educational materials distributed
Obj. 3.1.4	Plan development/ implementation
<i>Area Civic and Recreational Organizations</i>	
Goal 4.1: Participate in Activities to Improve Water Quality	
Obj. 4.1.1	Increased number of participants in activity (WaterFest, Secchi Day, etc.)
Obj. 4.1.2	Number of students participating
Obj. 4.1.2	Number of activities
Obj. 4.1.3	Number of brochures distributed
Obj. 4.1.3	Number of events where brochures are distributed
Obj. 4.1.4	Number of contacts made
Obj. 4.1.4	Number of waste stations in recreational areas
<i>Decision-Makers</i>	
Goal 5.1: Assist in Understanding Effects of Land-Use Changes	
Obj. 5.1.1	Number of individuals reached
Obj. 5.1.1; 5.1.2	Number of individuals participating
Goal 5.2: Promote Compliance With MS4 Programs	
Obj. 5.2.1	Increased request for assistance with MS4 programs

Goal/Objective	Indicator
Goal 5.3: Encourage Business Owners to Use GI/LID Practices	
Obj. 5.3.1	Number of incentives implemented
Obj. 5.3.2	Number of individuals reached
Obj. 5.3.2	Number of model locations
Obj. 5.3.2	Number of materials distributed
Obj. 5.3.2	Number of participating businesses
<i>Developers and Contractors</i>	
Goal 6.1: Educate Developers and Contractors on GI/LID	
Obj. 6.1.1	Number of developers/contractors participating
Obj. 6.1.2	Number of publications distributed
Goal 6.2: Educate Developers and Contractors About Stormwater Regulations and Encourage Increased Performance	
Obj. 6.2.1	Number of local agencies that endorse the program
Obj. 6.2.1	Number of contractors/ developers certified by the program
Obj. 6.2.2	Number of officials contacted
Obj. 6.2.2	Number of ordinances adopted
Goal 6.3: Implement Strategy for Requiring GI Principles in the Reservoir Watershed	

APPENDIX H

Resources

RESOURCES

Mississippi Department of Transportation:

<http://www.gomdot.com/Divisions/Highways/Resources/Programs/SWMP/Home.aspx>

Environmental Protection Agency. Make Your Home the Solution to Stormwater Pollution Brochure: http://www.epa.gov/npdes/pubs/solution_to_pollution.pdf

Water Efficient Landscaping: <http://www.epa.gov/npdes/pubs/waterefficiency.pdf>

EPA-Nonpoint Source Toolbox: http://www.epa.gov/owow_keep/NPS/toolbox/

Literature and resources for state and local governments as well as other organizations interested in educating local citizens on nonpoint source pollution.

The Secchi Dip-In: <http://dipin.kent.edu/index.html>

The Secchi Dip-In is a demonstration of the potential of volunteer monitors to gather environmentally important information on our lakes, rivers and estuaries. The concept of the Dip-In is simple: individuals in volunteer monitoring programs take a transparency measurement on one day during the weeks surrounding Canada Day and the Fourth of July. Individuals may be monitoring lakes, reservoirs, estuaries, rivers, or streams. These transparency values are used to assess the transparency of volunteer-monitored lakes in the United States and Canada.

North American Lake Management Society (NALMS): <http://www.nalms.org/nalmsnew/>

Lake management society and periodical co-sponsor of Secchi Day.

NALMS Invasive Species Cards (available free by request):

<http://www.nalms.org/nalmsnew/nalms.aspx?subcatid=88&Sid=3>

US Department of Education: <http://www.mde.k12.ms.us/>

Link for all state schools and contact information as well as curriculum standards

Mississippi Association of Independent Schools: <http://home.msais.org/index2.php>

Link to the member schools and their administrators as well as curriculum standards

Maine's LakeSmart Program: <http://www.maine.gov/dep/blwq/doclake/lakesmart/>

NEMO: <http://nemonet.uconn.edu/>

Network of officials focused on protecting natural resources through city planning.

CPCSC: <http://www.cpesc.net/>

Program of certification website lists benefits of certification and how to receive certification.

Chesapeake Bay Stormwater Training Partnership: <http://www.cwp.org/cbstp/>

Program has developed train modules and information for stormwater available on website.

Florida Stormwater, Erosion and Sedimentation Control Inspector Training and Certification Program: <http://www.dep.state.fl.us/water/nonpoint/erosion.htm>

This program is a two-day class. Upon the completion of the class, a proctored examination is administered (2 to 3 hours needed). In order to obtain the FDEP certification, a minimum passing grade of 70% must be made on the exam.

Mississippi's Phase II Small Municipal Separate Storm Sewer System (MS4):

[http://www.deq.state.ms.us/mdeq.nsf/pdf/epd_MS4PhaseIIStormWaterGuidanceManualDraft/\\$File/24General.pdf?OpenElement](http://www.deq.state.ms.us/mdeq.nsf/pdf/epd_MS4PhaseIIStormWaterGuidanceManualDraft/$File/24General.pdf?OpenElement)

What constitutes an MS4 is often misinterpreted and misunderstood. The term MS4 does not solely refer to city- and county-owned storm sewer systems, but rather a much broader application that can include, in addition to local jurisdictions, state departments of transportation, universities, local sewer districts, hospitals, military bases, and prisons. In addition, an MS4 is not just a system of underground pipes – it can include roads with drainage systems, gutters, and ditches.

US Water Quality:

http://www.deq.state.ms.us/mdeq.nsf/page/wmb_water_quality_standards?opendocument

Website where all states' water quality standards can be found.

Federal government grants to assist with the implementation of the Comprehensive Education & Outreach Plan for Rezonate: <http://www.grants.gov/>

The US Department of Health and Human Services is proud to be the managing partner for the government grants website, an initiative that is having an unparalleled impact on the grant community.

APPENDIX I

Agencies and Programs

AGENCIES & PROGRAMS

Watershed Harmony Musical Puppet Theater:

[http://www.deq.state.ms.us/MDEQ.nsf/pdf/NPS_PPlayFactsheet10.14.2004/\\$File/PPlayFactsheet10-14-2004_PDF.pdf?OpenElement](http://www.deq.state.ms.us/MDEQ.nsf/pdf/NPS_PPlayFactsheet10.14.2004/$File/PPlayFactsheet10-14-2004_PDF.pdf?OpenElement)

This program is a puppet show that was developed by MDEQ and Bayou Town Productions, to promote water quality issues in communities. The show targets fifth graders with characters such as Bobby Bass and his River Town friends. It is sponsored by the Mississippi Department of Environmental Quality and is a part of the statewide Project Learning Tree program.

Urban Forestry Workshops – Mississippi Urban Forest Council: www.msurbanforest.com

These are free, one-day workshops that teach the general public, community leaders, homeowners, and business owners, as well as plant and tree managers, the basics of tree planting and care. The topics covered in the workshop are planting, pruning, getting the most community benefits, right tree-right place, preparing for a storm, and when to repair or replace trees. The FireWise Communities program is also taught, as well as other notable topics of interest. For more information, contact the Mississippi Urban Forest Council by phone at (601) 672-0755 or visit their website (above).

Project Earth Teacher Workshops:

http://www.deq.state.ms.us/mdeq.nsf/page/NPS_EducationWorkshops?OpenDocument

MDEQ Nonpoint Source staff support and coordinate Project Earth Environmental Education Workshops for teachers. These workshops usually last one full week and emphasize water quality, polluted runoff, wetlands, wildlife, and forestry. Interactive lesson plans and field trips add a hands-on dimension. MDEQ Nonpoint Source staff also assist with teacher workshops sponsored by other agencies or universities by providing water model demonstrations, field trips, lesson plan packages and/or implementing lesson plans with the teachers.

Enviroscape and Groundwater Model Distribution:

[http://www.deq.state.ms.us/mdeq.nsf/pdf/NPS_EnviroscapeGWContactsList/\\$File/Enviroscape_Groundwater-Information.pdf?OpenElement](http://www.deq.state.ms.us/mdeq.nsf/pdf/NPS_EnviroscapeGWContactsList/$File/Enviroscape_Groundwater-Information.pdf?OpenElement)

In order to increase polluted runoff awareness in students and adults throughout Mississippi, MDEQ has been distributing water models to environmental educators. Models have been placed with most county MSU Extension Service offices and Mississippi State Department of Health district offices, as well as Soil and Water Conservation District offices and MSWCC.

Envirothon Competition

The Mississippi Envirothon is part of the environmental education program for high-school students in grades 9 through 12 primarily sponsored by MDEQ and is partnered with many other state agencies. The program is designed to foster education and an appreciation of the environment through hands-on field experiences. State winners advance to a national 5-day Canon Envirothon competition held in North America each year. Winners receive scholarships and other awards. For more information, call (601) 354-7645 or request information from the Mississippi Envirothon Program by mail at PO Box 23005, Jackson, MS, 39225-3005.

Adopt-A-Stream

Adopt-A-Stream is a partnership between the Mississippi Wildlife Federation and the Mississippi Department of Environmental Quality to involve the general public in stream stewardship and monitoring. For more information, call (601) 605-1790 or request information from the at Mississippi Wildlife Federation by mail at 517 Cobblestone Court, Suite 2, Madison, MS, 39110-7570.

Storm Drain Marking Program:

http://www.deq.state.ms.us/mdeq.nsf/page/NPS_Education_Public_Outreach?OpenDocument

These projects involve both marking storm drains with an anti-polluting message and a door-to-door public awareness campaign in the vicinity of the marked storm drains. This is a great Saturday project for school groups and volunteers.

Conservation Education Poster / Essay Contest: <http://www.mswcc.state.ms.us/infed.html>

This contest is held yearly. The poster contest is divided by grade level. The topic is usually chosen on a national level and is sent to local districts in the spring. The posters are judged locally, state and nationally. The essay contest is based on the same theme but is only judged for grades 7 through 12. The winners receive US Savings Bonds. Contact your local county soil and water conservation districts.

Carnival / Field Days

Local Soil and Water Conservation Districts organize and conduct educational hands-on field days to provide school age students an opportunity to participate in conservation activities in various natural resource areas.

Mississippi Environmental Education Alliance (MEEA)

The mission of the Mississippi Environmental Education Alliance is to actively encourage and support the education, philosophy and ethics of environmental awareness and literacy for the citizens of Mississippi. It shall promote environmental education and support the work of environmental educators in Mississippi. Further, MEEA encourages the adoption of earth-friendly lifestyles leading to sustainability of natural and cultural resources.

Teacher Workshops

The Commission conducts workshops on Conservation Education in the Classroom at local schools, state subject area conferences, environmental education conferences, and other educational meetings and summer workshops (Project Learning Tree & Project WET).

Mississippi State University Extension Service Master Gardener Program:

http://msucares.com/lawn/master_gardener/

This program is designed to train individuals in horticultural techniques and best management practices (BMPs) in order to best educate the general public with the use of Master Gardeners as teachers. Certified individuals are required to exchange 40 hours of training with 40 hours of volunteer service.

Mississippi State University Extension Service Master Naturalist Program:

http://msucares.com/crec/envi/master_naturalist_program.html

This program is designed to train individuals in Mississippi's natural resources and their management tools. Certification requires 40 hours of training in exchange for 40 hours of volunteer service.

Soil Testing: <http://msucares.com/crops/soils/testing.html>

Mississippi State University Cooperative Extension Service soil testing lab analyzes samples from local farmers and homeowners. These tests measure the nutrients in the soil in order for the correct amounts to be applied to lawns and gardens. For more information and answers to frequently asked questions, visit MSU Extension Service's website (above).

United States Department of Agriculture Ag in the Classroom Program:

<http://www.agclassroom.org/index.cfm>

This program was initiated by USDA to increase agriculture awareness and literacy among kindergarten through 12th grade students. For more information, call (601) 977-4245 or request more information by mail at PO Box 1972, Jackson, MS, 39215-1972.

APPENDIX J

Community Organizations

COMMUNITY ORGANIZATIONS

AARP

AARP is the nation's leading organization for people age 50 and older. It serves their needs and interests through information and education, advocacy, and community services, which are provided by a network of local chapters and experienced volunteers throughout the country. AARP Mississippi is located in Jackson.

AmeriCorps

More than 13,000 people of all ages and backgrounds help meet local needs, strengthen communities, and increase civic engagement through 202 national service projects across Mississippi. Serving with national and local nonprofits, schools, faith-based organizations and other groups, these citizens tutor and mentor children, coordinate after-school programs, build homes, conduct neighborhood patrols, restore the environment, respond to disasters, build nonprofit capacity and recruit and manage volunteers. There are several chapters throughout Central Mississippi.

Big Brothers Big Sisters of Mississippi

Big Brothers Big Sisters is the oldest, largest, and most effective youth mentoring organization in the United States. The Big Brothers Big Sisters Mission is to help children reach their potential through professionally supported, one-to-one relationships with measurable impact. Big Brothers Big Sisters of Mississippi headquarters is in Jackson.

Boy Scouts of America National Council

The purpose of the Boy Scouts of America, incorporated on February 8, 1910, and chartered by Congress in 1916, is to provide an educational program for boys and young adults to build character, to train in the responsibilities of participating citizenship, and to develop personal fitness. Mississippi's Andrew Jackson Council is divided into four districts across the metro area: Eastern, Western, Central, and Southern.

Boys & Girls Club of Central Mississippi

The Boys & Girls Club of Central Mississippi is a youth development organization serving Hinds, Madison and Rankin counties in Mississippi. The club's goal is to enable all young people to reach their full potential as productive, caring, responsible citizens.

Craftsmen's Guild of Mississippi

The Mississippi Craft Center is about educating people about Mississippi as a natural resource and marketing the talents of Mississippi artisans. Crafts tell a story, but the story of craft is untapped potential for economic development within Mississippi. The Guild is located in Ridgeland.

Environmental Working Group – Mississippi

Environmental Working Group (EWG) works to protect kids from toxic chemicals in food, water, air, and products used every day.

Junior Achievement

Junior Achievement offers free, enterprise and economic education to school children from elementary through high school. Programs are taught by business community volunteers. Junior Achievement of Mississippi, Inc., is located in Jackson.

The Junior League

The Junior League of Jackson is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

The Links, Incorporated – Mississippi

The Links, Incorporated is an organization of accomplished, dedicated women who are active in the community. The Links, Incorporated consists of four main areas and has a

membership of 12,000 professional women of color in 270 chapters located in 42 states. Mississippi's chapter is affiliated with the Southern Area.

The Lions Club

The Lions Club helps local communities around the world. There are 45,000 clubs and 1.35 million members, making the Lions Club the world's largest service club organization. The local chapter is the Lions of Mississippi, located in Flowood.

Mississippi Commission for Volunteer Service

The mission of the Mississippi Commission for Volunteer Service is to engage and support Mississippians of all ages and backgrounds in service to their communities. The commission is located in Jackson.

National Audubon Society

The mission of the National Audubon Society is to conserve and restore natural ecosystems, focusing on birds and other wildlife for the benefit of humanity and the earth's biological diversity. Vicksburg is home to a major field office of the National Audubon Society.

National Wildlife Federation

The National Wildlife Federation is the nation's largest member-supported conservation group, uniting individuals, organizations, businesses, and government to protect wildlife, wild places, and the environment. The Mississippi Wildlife Federation, headquartered in Madison, is Mississippi's oldest and largest conservation group and is an affiliate of the National Wildlife Federation.

The Order of the Eastern Star

The Order of the Eastern Star is the largest fraternal organization in the world to which both women and men may belong. Worldwide, there are approximately 1 million members under the General Grand Chapter. The stated purposes of the organization are: charitable, educational,

fraternal, and scientific. The Grand Chapter of Mississippi Order of the Eastern Star is located in Jackson.

Rotary International

Rotary International is the world's first service club organization, with more than 1.2 million members in 33,000 clubs worldwide. Rotary club members are volunteers who work locally, regionally, and internationally under the motto "Service Above Self." The metropolitan chapter is the Rotary Club of Jackson, and there is also a Madison-Ridgeland Rotary Club.

Sierra Club

America's largest and oldest environmental organization, the Sierra Club's members are more than 750,000 friends and neighbors. Inspired by nature, the Sierra Club works to protect local communities and the planet. The Sierra Club is America's oldest, largest and most influential grassroots environmental organization. The Mississippi chapter of the Sierra Club is located in Jackson.

Southern Leadership Network – Mississippi

The South Leadership Network provides economic and leadership programs for states. The Southern Leadership Network of Mississippi provides a list of community-based leadership programs that have been identified in the state, including links where available.

United Brotherhood of Carpenters and Joiners of America

The UBC represents and offers training to North America's carpenters, cabinetmakers, millwrights, pile drivers, lathers, framers, floor layers, roofers, drywallers, and workers in forest-products and related industries. The nearest Mississippi chapter is located in Vicksburg.

United Way

United Way of the Capital Area provides educational and asset building opportunities for families in Hinds, Madison and Rankin counties.

Veterans of Foreign Wars

The Veterans of Foreign Wars (VFW) has been a voice for the nation's veterans for more than a century and is the nation's oldest major veteran's organization. To America and the world, the letters "VFW" symbolize volunteerism and community service. There are multiple posts around the metro Jackson area.

World Society for the Protection of Animals – Mississippi

Over more than 25 years and through more than one thousand partnerships around the world, the World Society for the Protection of Animals (WSPA) has strived to create a world where animal welfare matters and animal cruelty ends.

Youth Leadership Jackson

Patterned after the Leadership Greater Jackson program, Youth Leadership Jackson is a community-wide leadership program for high school sophomores and juniors and is designed to expose young leaders to the various elements that combine to form a strong and dynamic metropolitan area. Youth Leadership Jackson is a program of the Greater Jackson Chamber Partnership and is governed by Youth Leadership Jackson Board of Governors.

APPENDIX K

Homeowner Associations

HOMEOWNER ASSOCIATIONS

Rankin County

Arrowhead
Avalon
Beaver Run
Bay Pointe
Bridgepointe
Castlewoods
Dogwood
Forest Point
Fox Bay
Harber Town
Hidden Hills
Laurelwood
Mill Creek
Northbay
North Shore Village
Oak Ridge
Oak Grove
Overlook Pointe
Palisades
Pine Ridge
Point Clear
Roses Bluff
Summers Bay
Waterwood
Windward Oaks

Madison County

Breakers
Harbortowne
Lost Rabbit
Marina at Roses Bluff
North Harbor Condos
Northbay
Overlook Pointe
Point Clear
Summers Bay
Hinds County
Wildwood North Neighborhood Association
Old Canton Hills Neighborhood Association
Rolling Wood Beautiful Association

Lake Trace Neighborhood Association
North Plantation Boulevard Neighborhood
Heatherwood Homeowners' Association
(Heatherwood) Timberlain Park Neighborhood Association
Riverwood Homeowners' Association
Petit Bois Homeowners' Association
Northlake Neighborhood Association
Bellevue Oaks Neighborhood Association
Fallview Drive Neighborhood Watch
River Oaks/Meadowlands Neighborhood Association
Ridgewood Park Neighborhood (Greenbriar Neighborhood Association)
Canton Club/Parkway Association
Forest Park Association
Briarwood Terrace Homeowners' Association
Parkway Community Association
Ridgewood Park Southwest Neighborhood Association
North Colony Homeowners' Association
Norwood 3&4 Community Organization
Queens/Magnolia Terrace Neighborhood Association
Woodhave Neighborhood Association
Witsell Road homeowners Association
Woodlea Homeowners' Association
Richwood Estates Homeowners' Association
Northgate Homeowner's Association
Pines Homeowners' Association
Tougaloo Community League
Ward 2 Coalition of Homeowners' Association
Norwood South 1&2 Neighborhood Association
Barbara Street Neighborhood Association
Greenfield Subdivision Club
Virden Addition Community Association
Hanging Moss E. Neighborhood Association
Georgetown Neighborhood Association
Brinkley Place
Delhven Homeowners' Association
Olin Park Neighborhood Association
Autumn Hill of Autumn Woods Homeowners Association
Western Hills Homeowners Association
Country Club Neighborhood Association
Jayne Avenue Community Association
O'Bannon Community Enhancement Organization, Inc.
Montebello Dr. Block Club Association
Whispering Pine Neighborhood Association
Hemmingway Circle Block Club

Rolling Hills Neighborhood Association
Washington Addition Neighborhood
West Park Neighborhood Association
Matthew East Homeowners' Association
Fox Meadows Homeowner's Association
Belhaven Heights Community Association, Inc.
North Midtown Community CDC
Belhaven Improvement Association
Fondren Renaissance Renewal
Englewood Neighborhood Association
Leavell Woods Neighborhood Association
Lakeshore Oaks Neighborhood Association
Vernon Circle Homeowners' Association
Swan Lake Homeowners' Association
The Association of South Jackson Neighborhoods
Woodville Heights Neighborhood Association
Carriage Hills Homeowners' Association
Forest Park Estates Homeowners' Association
Westland Plaza Homeowners' Association
Capitol Neighbors Community Association
Fredrica Avenue Block Club
Arbor Vista Block Club Association
Lexington Avenue Block Club
United Communities for Jackson
West Jackson CDC
University Park Neighborhood Association
Valley North Improvement Association
Grand Avenue Neighborhood Group
Wingfield Central Neighborhood Improvement Association
Downtown Neighborhood Association
Our Fondren Neighborhood Association
Downtown Jackson Neighborhood Association
Greater Belhaven Neighborhood Foundation

APPENDIX L

Media

MEDIA

Print

Daily & Weekly Publications
The Clarion-Ledger
Hinds County Gazette
Holmes County Herald
Jackson Advocate
Jackson Free Press
Madison County Herald
Madison County Journal
The Mississippi Link
Northside Sun
Rankin Ledger
Rankin Record
RC News
The Scott County Times

Television

WJTV
WAPT
WLBT
FOX 40
Mississippi Public Broadcasting

Radio

MISS 103: 102.9 FM
Y 101.7 FM
US 96.3 FM
JACK 94.7 FM
MIX 98.7 FM
99.7 WJMI
Q 105.1 FM
Star 93.5 FM
K-LOVE 100.9 FM
B93 Morning Drive

APPENDIX M

Collateral Materials

**You Are Now Entering
The Ross Barnett Reservoir
Watershed.**









Treasure the Rez & Keep It Litter Free