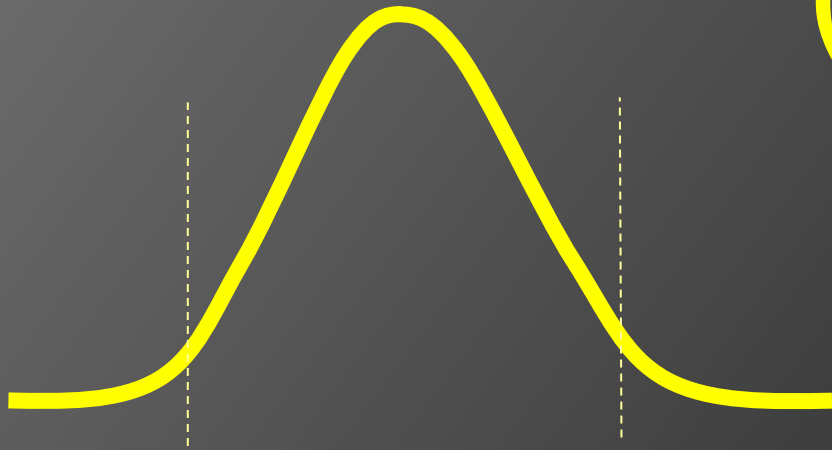


# Getting ahead of the (bell) curve.



**Jeff Corley, P.E.**

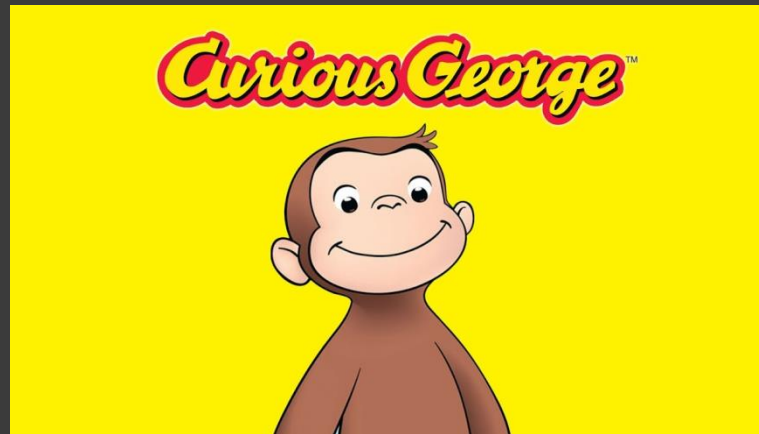
*City of Concord, NC*

# The Concord Way

- Know what you are up against (?)
- Know your Audience
- Target your Audience
- Always measure...then measure again
- Listen – Then Talk
- Lessons Learned

# What are we up against?

- Movies and TV







Most famous illicit  
discharge in the movies?

# Eddie



# Audience Challenges

- From Combined System Areas
- Ethnic Groups
- Property Types/Uses
- Property/Community Age
- Age/Learning Abilities and Methods
- Environmental Interest Levels



# Concord Adult Audience

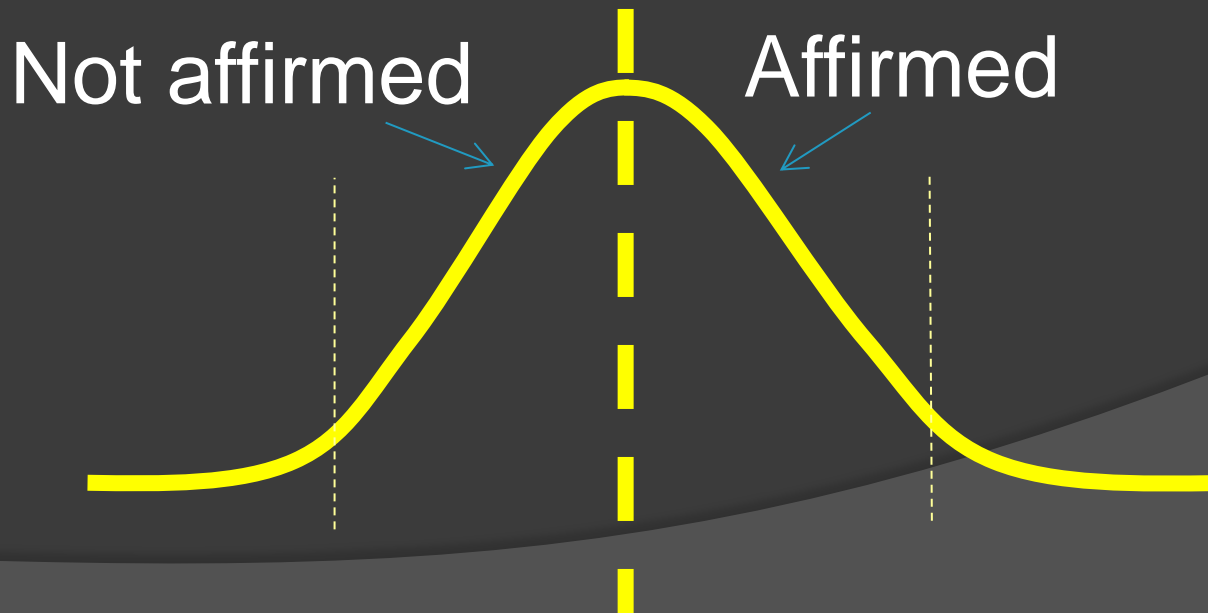


# Clueless

- ⦿ Negative or no exposure to educational initiatives
- ⦿ Overriding knowledge
- ⦿ Not accepting of principles
- ⦿ No awareness of their personal impact on the environment (every little bit helps)

# Awareness

- Have been exposed to some educational value
- Basic understanding of their effect personally on the environment



# Affirmed ?

- Self-validated through life experiences
  - Oil spill
  - Smog
  - Sea Turtles



# Affirming Example

- ⦿ Nesting sea turtles look for dark, quiet beaches to lay their eggs. Lights from buildings along the beach distract and confuse the females as well as the hatchlings. When the young turtles emerge from the nest at night, they are drawn toward the lights instead of the water. A single light can cause hundreds of misdirected hatchlings to be killed by automobiles on nearby roads and parking lots, dehydrate in the morning sun, and increase their chance of being killed by predators like birds, crabs, and even cats.

# Affirmed ?

- Intentional lifestyle choices
- Direct connection between personal actions and their environmental effects
- With opportunity, these can easily become champions

# Overachievers & Champions

- ◎ Very self aware of their impact on the environment – make it better
- ◎ Sometimes take other's negative actions personally
- ◎ Just get them started
- ◎ Who are they?
  - Environmental club leaders
  - HOA clean up volunteers
  - 4H, Extension, summer camp participants

# The Kids





# The Kids

- ◎ Natural shift towards clueless
  - Lack of exposure
  - Lack of affirming activities
- ◎ Little knowledge of the way the world works (environmental processes)

# Concord Civic Education

- All Third Graders attending public schools in the City limits
- Why third grade?
  - Starting to learn about environmental processes – water cycle
- We go to them
- They come to us
- Enviroscape is Awesome

# Enviroscape



**Watershed, Nonpoint Source, Stormwater Pollution and Prevention**



**Drinking Water Sources, Uses and Wastewater Treatment**



**Coastal Environment Use and Protection**



**Wetland Functions, Values, Protection & Conservation**



**Hazardous Materials and HHW Management & Clean-up**



**Waste Management (Landfill and Recycling)**



## Pollution?

Would you want to swim in or drink this water?



Would you want to breath this air?

# Pollution?



# Civic Education Themes

- Why do we care about the environment?
- What are *your* effects on the environment?
- What can you do to make things better?
- Avoid overly negative words
- Do not imply guilt or shame
- ALWAYS have something to show or do
- Save the “P” word for last

# Hispanic Focus Groups

- Partnership reached out to prominent Hispanic community leaders
- Assembled focus groups
- Established pollutant targets
- Determined that brochures were not effective
- Recommended large and colorful posters in community gathering areas
- Translate correctly, not directly

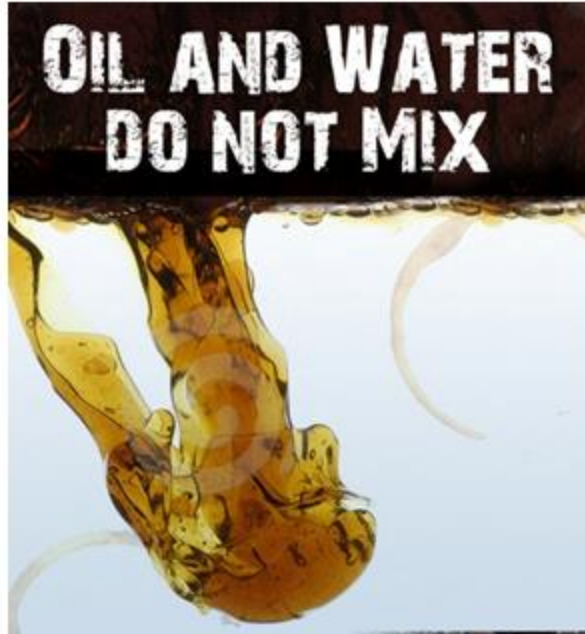
# DO NOT POUR GREASE IN THE SINK



Cooking grease will clog the drain. Pour grease into a container and when it's cool throw it in the garbage.



# OIL AND WATER DO NOT MIX



Storm drains are for rain no automotive fluids Remember to recycle used motor oil and check your car for leaking fluids.



# DON'T PAINT THE TOWN



Storm drains are for rain, they are not for paint disposal. Remember to clean water-based paint brushes in the sink.





# Measurable?

- ⦿ Get Professional help?
- ⦿ Ask questions to a group you can ask again
- ⦿ Civic Education
- ⦿ Concord 101
- ⦿ Journey through Concord
- ⦿ Good Housekeeping annual training
- ⦿ City Council
- ⦿ Asking random people is ineffective in showing progress
- ⦿ Citywide surveys can provide general trends but not truly measurable progress

# Awareness is our goal

- ⦿ Always target audience with appropriate content
  - Macroinvertebrates
  - Rosgen Levels
- ⦿ Don't assume people know things, always ask.
- ⦿ Education then Enforcement

Listen for teaching moments

# Lessons Learned

- ⦿ The broader the audience, the broader the topic – radio ads
- ⦿ Even *YOU* can turn kids off to the environment with the wrong message
- ⦿ Education is typically a much more valuable tool than enforcement
- ⦿ More knowledge = More knowledgeable choices
- ⦿ Champions are in the trenches with you
- ⦿ Seriously, save the “P” word for last