

Monday, May 11, 2009

Pre-Conference Workshops

<p>9:00 a.m. – 4:00 p.m. <i>Full Day</i> <i>Lunch is included</i></p>	<p>Changing Public Behavior Broadway Room Learn to Apply Social Assessment to Water Management Strategies <i>Elaine Andrews and Kate Reilly, University of Wisconsin–Extension, Environmental Resources Center</i></p>
<p>9:00 a.m. – 4:00 p.m. <i>Full Day</i> <i>Lunch is included</i></p>	<p>Getting in Step Halsey Room Conducting Effective Stormwater/Nonpoint Source Outreach Campaigns <i>Melissa DeSantis and Jennifer McDonnell, Tetra Tech, Inc.</i></p>
<p>9:00 a.m. – 4:00 p.m. <i>Full Day</i> <i>Lunch is included</i></p>	<p>Eyes on the Prize Weidler Room Morning Session: An Evaluation Primer for NPS and Stormwater Programs Afternoon Session: Overview of Social Indicators Evaluation System & Applied Survey Development Skills <i>Rebecca Power, Jennifer Kushner, Ken Genskow, and Linda Prokopy, University of Wisconsin–Extension</i></p>
<p>8:30 a.m. – 12:00 p.m. <i>Half Day</i> <i>Lunch is not included</i></p>	<p>Onsite Wastewater Education Roosevelt Room Research-Based Outreach Strategies to Help Minimize NPS Pollution Risks <i>Bruce Lesikar, Texas A&M University System; David Lindbo, North Carolina State University; George Loomis, University of Rhode Island</i> <i>(Instructors are with the USDA Cooperative States Research, Education, and Extension Service and the Consortium of Institutes for Decentralized Wastewater Treatment)</i></p>
<p>5:00 p.m. – 6:00 p.m.</p>	<p>Conference Registration Opens</p>

Tuesday, May 12, 2009

7:30 a.m. – 5:00 p.m. **Conference Registration**

9:00 a.m. **Welcoming Remarks**Multnomah Room
Dean Marriott, Director, City of Portland Bureau of Environmental Services
Dr. Dick Pedersen, Director, Oregon Department of Environmental Quality

9:30 a.m. – 10:30 a.m. **Keynote Address**Multnomah Room
Social Marketing in Tough Times: Show Them the Pounds per Penny
Nancy Lee, Author and President of Social Marketing Services, Inc.

10:30 a.m. – 11:00 a.m. **Break**

11:00 a.m. – 12:30 p.m. **Session A1: Promoting Green Development with Community-Based Outreach**Holladay Room

Moderator: Leesa Souto, University of Central Florida

— **Changing Yard Care Behaviors: A Multi-Pronged Education Campaign Addressing Several Target Audiences and Focusing on Measurable Outcomes**

Jennifer Krupowicz, Charlotte–Mecklenburg Storm Water Services, North Carolina

— **Falls Hill-Poplar Heights Residential LID Demonstration Project & Conservation Landscaping Incentive Program: Sustainable Stormwater Management at the Community Level**

Christin Jolicoeur, Northern Virginia Soil & Water Conservation District

— **Rain Barrels as a Stepping Stone to Better Stormwater Management at Home**

Aileen Winquist, Arlington County Department of Environmental Services, Virginia

Session B1: Creative Outreach Methods.....Broadway Room

Moderator: Tonya Dombrowski, Oregon Department of Environmental Quality

— **Reaching Our Audiences with Outcome-Based Outreach: The Lake Merritt Clean Lake Program**

Dr. Richard L. Bailey, The Lake Merritt Institute, California

— **Integrating Stormwater Outreach, Public Art, Filtration, LEED Silver Certification, and LID—Yes It Can Be Done!**

Mary Morse, City of San José Environmental Services Department, California

— **Outreach Portland Style: Promoting Green Development**

Jan Seago, University of Idaho Extension, Washington

12:30 p.m. – 1:30 p.m. **Luncheon Address**.....Cascade Ballroom

The City of Portland and ProjectDX—Animating Local, Private, Green Stormwater Action

Tom Puttman, Transformative Sustainable Solutions, Inc., Oregon
Dan Vizzini, Portland Bureau of Environmental Services, Oregon

1:30 p.m. – 3:00 p.m. Session A2: Promoting Green Development–Using Mass Media Holladay Room

Moderator: Stacey Eriksen, U.S. Environmental Protection Agency, Region 8

— **Greening the Grass: Encouraging Mainers to Adopt Low Impact Lawn Care Practices**

Jami Fitch, Cumberland County Soil and Water Conservation District, Maine

— **Watershed Watch – Lessons Learned from Seven Years of Implementation**

*Mary Morse, City of San José Environmental Services Department, California
Sandi Manor, AdManor, Inc., California*

Session B2: Using Research to Reach Our Audiences.... Broadway Room

Moderator: Don Waye, U.S. Environmental Protection Agency, Headquarters

— **Scoping Workshops and Focus Groups Ensure Successful Outreach Programs: Case Studies from Oregon**

Derek Godwin, Oregon State University Extension Service

— **Pilot-Testing Performance-Based Incentives for Agricultural Pollution Control in Iowa and Vermont**

William Matthews, Oregon Department of Agriculture

— **The Clean Water Word: Why Your Stakeholders Are Your Best Marketers**

Ely Teragli, Clean Water Services, Oregon

3:00 p.m. – 3:30 p.m. Break

3:30 p.m. – 5:00 p.m. Session A3: MS4 Partnering Holladay Room

Moderator: Claudia Lewis, Plan C Initiative, Florida

— **Forming, Storming and Norming: The Creation of STORM (STormwater Outreach for Regional Municipalities)**

Dave Ward, Snohomish County Public Works, Surface Water Management, Washington

Doug Rice, King County Department of Natural Resources and Parks, Stormwater Services, Washington

— **Northern Virginia Clean Water Partners Use Radio to Influence Resident Behavior**

Aileen Winquist, Arlington County Department of Environmental Services, Virginia

— **Spend Less, Teach More: A Model for Collaborative Stormwater Outreach and Education**

Angie Hong, East Metro Water Resource Education Program, Minnesota

Workshop B3: All About NEMO: A Proven Model for Educating Communities on Stormwater..... Broadway Room

Dave Dickson and John Rozum, Center for Land Use Education and Research, Connecticut

Wednesday, May 13, 2009

7:30 a.m. – 4:00 p.m. **Conference Registration**

8:15 a.m. – 9:45 a.m. **Session A4: Programs Promoting Green Development** Broadway Room

Moderator: Kathy Shay, City of Austin, Texas

— **Blue Thumb—Planting for Clean Water: Using Social Marketing Techniques to Promote Native Gardens, Rain Gardens and Shoreline Plantings within Priority Watershed Areas**

Angie Hong, East Metro Water Resource Education Program, Minnesota

— **Lake Clarity Crediting Program for Lake Tahoe**

Jeremy Sokulsky, Environmental Incentives, LLC, California

— **RiverSmart Homes: Promoting Stormwater Management on Residential Properties**

Shelby Laubhan, District of Columbia Department of the Environment

Session B4: Reaching Our Audiences Through University-Based Outreach Programs..... Multnomah Room

Moderator: Rebecca Power, Wisconsin Cooperative Extension

— **Stormwater Management in Your Backyard: An Extension Education Initiative**

Dr. Christopher Obropta, Rutgers Agricultural Experiment Station, New Jersey

— **Changing Public Behavior: Addressing the Challenges of Applying Social Assessment to Water Management Strategies**

Elaine Andrews and Kate Reilly, Environmental Resources Center, University of Wisconsin, Madison

9:45 a.m. – 10:15 a.m. **Break**

10:15 a.m. – 11:45 a.m. **Session A5: Pictures, Toons & Beyond** Broadway Room

Moderator: Jennifer McDonnell, Tetra Tech, Inc., Virginia

— **Say It with Pictures: Training Kentucky Construction Site Workers in Erosion and Sediment Control**

Barry Toning, Tetra Tech, Inc., Kentucky

— **A Stormwater Campaign in Cartoons**

Kathy Ottenberg and Kelly Carroll, West Valley Clean Water Program, California

— **Developing and Implementing a Comprehensive Surface Water Education and Outreach Plan for a Rural County**

Pat Pearson, Washington State University Jefferson County Extension

Session B5: Using Technology.....Multnomah Room

Moderator: Stacey Eriksen, U.S. Environmental Protection Agency, Region 8

— **Outreach Skills Training Through the South Carolina Department of Health and Environmental Control “Polluted Runoff Outreach Toolbox”**

Victoria L. Kramer, South Carolina Department of Health and Environmental Control

— **Using GIS-Enabled Tools for Tracking, Reporting and Communicating: Ideas for the Average Administrator**

John Wasiutynski, District of Columbia Department of the Environment

— **EPA Watershed Academy’s Use of the Web to Share Information**

Anne Weinberg, U.S. Environmental Protection Agency, Headquarters

11:45 a.m. - 12:45 p.m. Luncheon Address..... Cascade Ballroom

Recent Trends and Perspectives on Stormwater in New England

Bob Varney, Senior Vice President, Normandeau Associates, and Regional Administrator, U.S. Environmental Protection Agency, Region 1, 2001–2009

12:45 p.m. - 2:15 p.m. Session A6: Using Research to Pave the Way for Low Impact Development.....Broadway Room

Moderator: Tom Davenport, U.S. Environmental Protection Agency, Region 5

— **Addressing Public Perceptions, Understandings and Misunderstanding of Urban Stormwater Initiatives**

Nancy Stalker and Krista Vopicka, City of Calgary Water Resources, Alberta, Canada

— **Using Rainwater to Grow Livable Communities**

Martina Frey, Tetra Tech, Inc., Oregon

12:45 p.m. - 2:15 p.m. Workshop B6: Pixels and Mashups and Blogs, Oh My! Integrating New Technology into an Effective Nonpoint Source Outreach Program.....Multnomah Room

John Rozum and Dave Dickson, Center for Land Use Education and Research, Connecticut

2:15 p.m. - 2:30 p.m. Break

2:30 p.m. - 4:00 p.m. Session A7: Research Perspectives into Greener Residential Yards.....Broadway Room

Moderator: Birgit Widegren, Nevada Division of Environmental Protection

— **Segmenting Residential Lawn Fertilizer Audiences in the Wekiva Study Area**

*Leesa Souto, University of Central Florida
Mary B. Collins, University of California, Santa Barbara*

Session A7 (continued)

— **Barriers & Strategies to the Adoption of Environmentally Friendly Landscaping: Research & Case Studies**

Claudia Lewis, Plan C Initiative, Florida

— **Conducting Sustainable Landscape Design Charettes for Homeowners: Process and Methodologies**

Gail Hansen De Chapman, University of Florida

Workshop B7: Data to Maps (D2M): A Hands-on

Workshop..... Multnomah Room

Cyd Curtis, Janice Huang, and Thomas Davenport, U.S. Environmental Protection Agency, Region 5

4:30 p.m. – 9:30 p.m.

Tour of Meriwether’s Skyline Farm Followed By a Farm-To-Table Dinner and the People’s Choice Awards at Meriwether’s Restaurant

Thursday, May 14, 2009

7:30 a.m. – 1:00 p.m. **Conference Registration**

8:30 a.m. – 10:00 a.m. **Panel Discussion A8: Overcoming Barriers to Changing Landscape Behaviors** 3 Sisters Room

Julia Burch, Sarasota Bay Estuary Program, Florida
Gail Hansen de Chapman, University of Florida
Claudia Lewis, Plan C Initiative, Florida
Kathy Shay, City of Austin, Texas
Leesa Souto, University of Central Florida
Facilitator: Melissa DeSantis, Tetra Tech, Inc., Virginia

Session B8: 21st Century Challenges and Opportunities

.....Broadway Room

Moderator: Don Waye, U.S. Environmental Protection Agency, Headquarters, DC

— **Light Imprint: Integrating Sustainability and Community Design**
Thomas E. Low, Duany Plater-Zyberk & Company, North Carolina

— **Portland’s Stormwater Marketplace: Animating Market Forces for Sustainable Stormwater Management**
Dan Vizzini, Portland Bureau of Environmental Services, Oregon
Tom Puttman, Transformative Sustainable Solutions, Inc., Oregon

— **Addressing Community Concerns about Environmental Health: A Collaborative, Multi-Media Approach for San Diego’s Watersheds**
Karen Franz, San Diego Coastkeeper, California

10:00 a.m. – 10:15 a.m. **Break**

10:15 a.m. – 11:45 a.m. **Session A9: Evaluating Impacts** 3 Sisters Room

Moderator: Jan Seago, University of Idaho Extension, Washington

— **Planning and Evaluating Mass Media PSA Campaigns for Stormwater**
Sarah Bruce, North Carolina Clean Water Education Partnership

— **Green from the Ground Up: Evaluating Impacts and Program Effectiveness of a Nature-Friendly Development Practices Education Series**
Megan Kleibacker, Oregon State University Sea Grant Extension

Session B9: Promoting Green Development Through Municipal Programs.....Broadway Room

Moderator: Tonya Dombrowski, Oregon Department of Environmental Quality

— **Lessons in Citizen Engagement: Embracing Green Infrastructure**
Mandy Stark, City of Lenexa, Kansas

Session B9 (continued)

— **Green Retrofits for Schools via Rain Gardens**

*Karen Fuss, Coastal Waccamaw Stormwater Education Consortium,
South Carolina*

— **People as Part of Stormwater Infrastructure: Integrating Education
and Partnerships into a Large-Scale Sustainable Stormwater
Management and Watershed Enhancement Program**

*Anne Nelson, Rhett Drennan, and Erica Timm, Portland Bureau of
Environmental Services, Oregon*

11:45 a.m. – 1:00 p.m. Lunch and Closing Remarks Multnomah Room
Rebecca Power, University of Wisconsin–Extension

2:00 p.m. – 5:00 p.m. Field Trip: Portland Low Impact Development Tour (optional)

2:30 p.m. – 3:30 p.m. Field Trip: Gerding Theater at the Armory Tour (optional)

Friday, May 15, 2009

9:00 a.m. – 12:00 p.m. Field Trip: Portland Low Impact Development Tour (optional)