

Outreach and Communication

Teaching, engaging, & changing behavior | December 2019



Laura Webb Smith
Laura.smith@durhamnc.gov



PUBLIC WORKS
CITY OF DURHAM

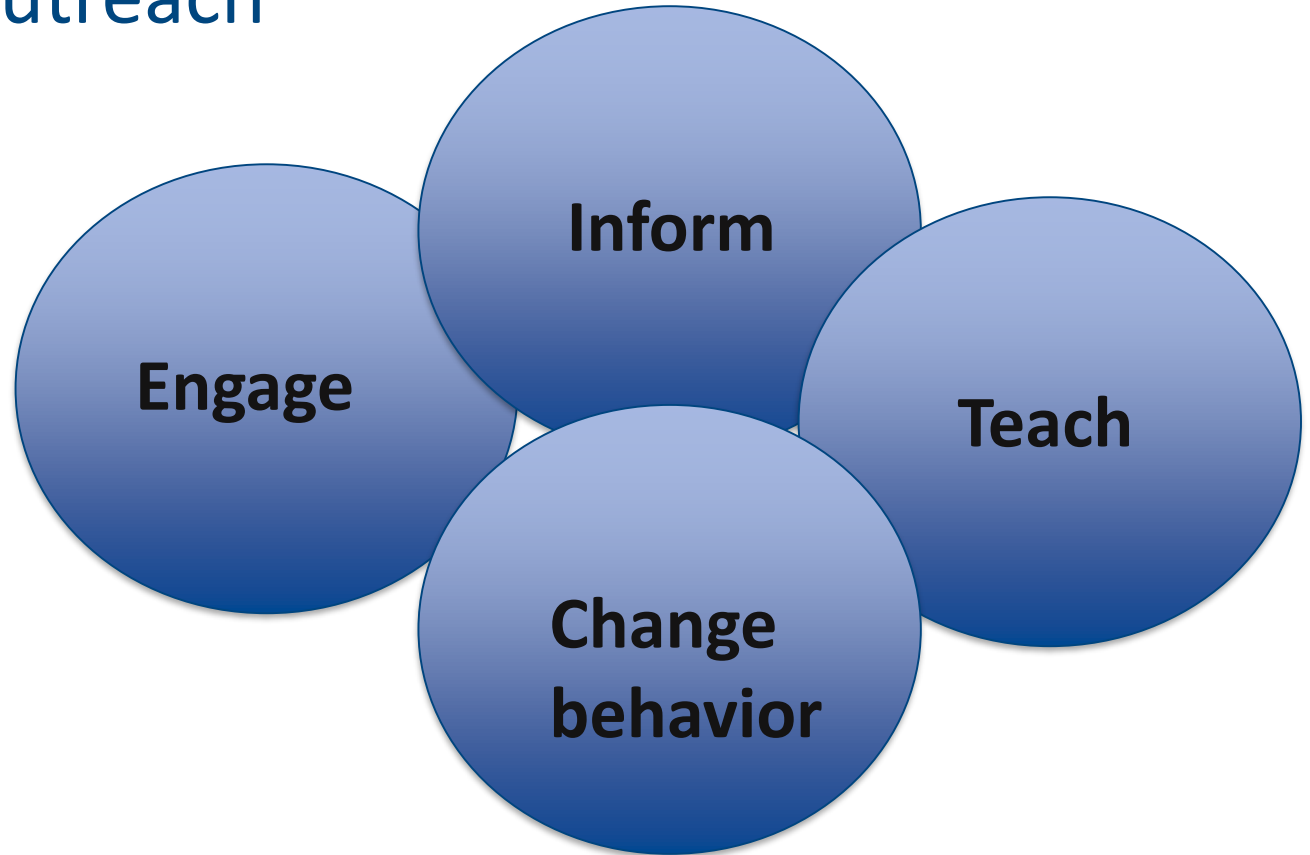
919.560.4326

DurhamNC.gov

Follow Us @CityofDurhamNC



Stormwater Outreach



PUBLIC WORKS
CITY OF DURHAM

Inform: share information, communicate, *may* include engagement



Brochures and fact sheets Social media



Public information meeting



PUBLIC WORKS
CITY OF DURHAM

Inform

Examples

- Increase understanding about stormwater billing
- Public Service Announcement to show where storm drains lead
- Informational meetings for projects

Tools, tricks, and resources

- Partner with other departments: Public Affairs for social media, Parks for events
- Create good, original graphics and take great photos for social media and videos
- Rotate which events you attend each year
- Regional partnerships: Clean Water Education Partnership, Stormwater SMART
- Target your audience

Teach. Educate. Train. Build environmental literacy.



Educator workshops



School presentations



Pollution prevention
training



PUBLIC WORKS
CITY OF DURHAM

Teach. Educate. Train. Build environmental literacy.

Considerations

- One-time presentations are not as effective as a repeated series or a 2-3 day experience.
- Adults and kids learn best by doing and practicing

Measure outcomes

- Reflections in student journals
- Pre/post test

BEFORE

☐ 1. Which of the following are allowed to enter into the stormwater system?

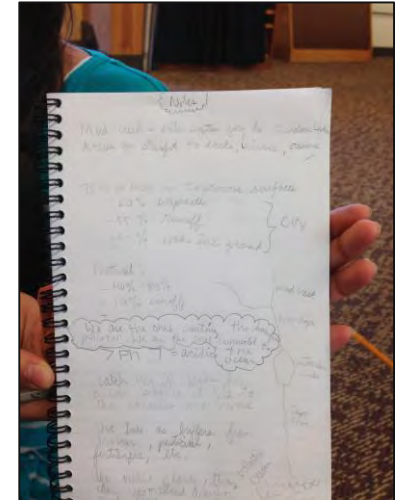
- a. milk
- b. stormwater run-off
- c. vinegar
- d. clean anti-freeze
- e. rinse water from cleaning chemical containers

☐ 2. Which is the best place for vehicle and equipment maintenance?

- a. indoors or under a roof
- b. outdoors
- c. under a tarp
- d. near a water hose

☐ 3. Where is the best location to store materials?

- a. outdoors
- b. indoors or under a roof
- c. a refrigerated room
- d. close to a delivery door



Teach. Educate. Build environmental literacy.

Resources

- NC DEQ Office of Environmental Education
 - EE certification, statewide listserv
 - River basin materials
- Professional organizations
 - North American Association for Environmental Education: Standards for Excellence
 - Environmental Educators of NC: Annual conference and regional gatherings
- Partner with local school system
 - Science specialist
 - **Correlate lessons with NC Essential Standards**
- Project WET (Water Education for Teachers)
 - High quality K-8 curriculum guide
 - Lauren Daniel, NC Division of Water Resources

Change behavior: social marketing, behavioral economics, human-centered design



PUBLIC WORKS
CITY OF DURHAM

Change Behavior

Tips and Tricks

- Focus on one thing at a time
- State desired behavior in the positive and always SHOW proper behavior
- Get people to commit to a small action or pledge, then follow up with a larger “ask”
- Use social norms to your advantage
- ID benefits and barriers to the behavior to help shape campaign
- Pilot test

Resources

- ***Community Based Social Marketing*** by Doug McKenzie-Moore
- ***Switch*** by Chip Heath and Dan Heath
- books by Dan Ariely



Engage. Involve.



Tabling at festivals



Build capacity of long-term volunteers



Community-driven student artwork

Engage. Involve.

Volunteer opportunities

- Labeling storm drains
- Litter cleanups
- Adopt-a -drain or adopt-a-stream

Public participation

- Environmental Affairs Board
- Participatory Budgeting

Equitable Engagement

- Long-term listening and capacity building with people in neighborhoods and communities that have been negatively impacted by historic racism and continue to be affected by structural racism
- Requires work across departments and projects
- Be transparent about what residents can influence

draindurham.org

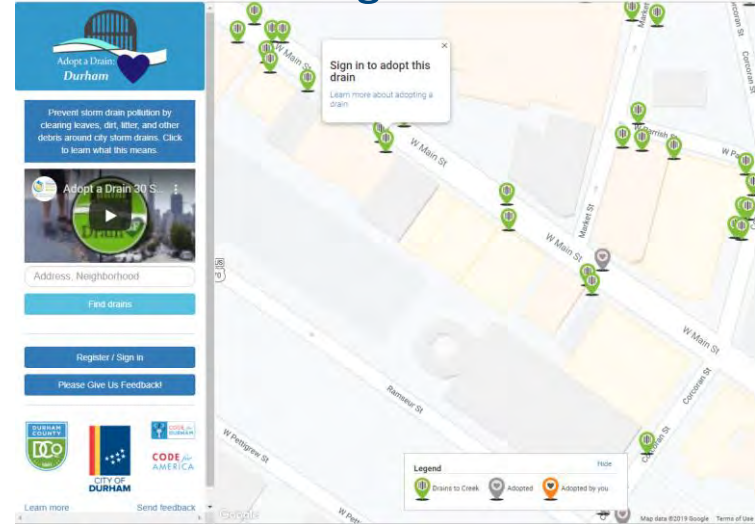


Table discussion

Which outreach approaches are most needed in my jurisdiction? Why?

Who are our potential outreach partners?



PUBLIC WORKS
CITY OF DURHAM

The Watershed Game

Land uses

- Recreational
- Commercial
- Downtown
- Farm/Forest
- Residential

Goal: reduce pollution from 300 units to 130 units

Play: 3 rounds, 1 SCM card per round

Files: <http://bit.ly/NCwatershedgame>



PUBLIC WORKS
CITY OF DURHAM

