



Chalk Creek Outreach & Education 2009

Summary: The public outreach and education component for the Chalk Creek grant played an integral role in reaching residents of the Chalk Creek watershed. Our initial surveys helped to create a presentation that spoke to the level of interest and concern of the residents (*see Appendix A*). Lynell Garfield then delivered this presentation throughout the Chalk Creek community and to high-impact audiences of the watershed, such as the City of Reno Parks Department and Truckee Meadows Water Authority.

Objective: To connect residents with our watersheds, as a best management practice to restore the Chalk Creek subwatershed, with the result of reducing non-point source pollution entering the Truckee River.

Goal: Empower and provide residents and high-impact organizations with tactical information they can use to help improve the water quality in the Chalk Creek Area. Provide education about the situation and what they can do to prevent pollution.

Results: Between the months of August through December 2009, Lynell Garfield presented to 172 Chalk Creek residents and stakeholders (*see Appendix B*). Evaluation sheets were distributed at each presentation as a method to gauge understanding and message delivery. The results are impressive, out of the 95 evaluations received:

- 71% were unaware of the creeks and trails in their neighborhood before the presentation
- 97% indicated an increased awareness of what goes into their neighborhood creeks after the presentation
- 82% of respondents either agreed or strongly agreed with the statement, *The presentation influenced me to change my watering, yard care and/or storage practices*

(view complete evaluation results attached in *Appendix C*)

We also enlisted the media to help us educate the community as a whole. These messages were geared toward Chalk Creek, but general enough to speak to a variety of audiences about watershed awareness and protection.

‘Urban slobber’ over Chalk Creek was a feature story in the *Reno Gazette-Journal* on July 20, 2009. The article was in both the online and print edition. The weekly print edition reaches more than 54,000. RGJ.com is the number one Web site in Reno. The article was also discussed on KTHX 100.1 FM during the morning news, with a lively discussion of dry weather gutter flow and other, seemingly abstract, topics.

This coverage peaked media interest and has engaged local environmental reporters to cover Chalk Creek’s future development, such as the sulfate-reducing wetlands construction.

public relations, creative collaborations, etc.

Chalk Creek Watershed Results Overview



Date: 2/8/2010 1:01 PM PST

Responses: Completes

Filter: No filter applied

1. Are you aware that you have a trail system and creeks in your neighborhood?

| | | | |
|-------|--|-----|------|
| Yes | | 101 | 93% |
| No | | 8 | 7% |
| Total | | 109 | 100% |

2. If yes, roughly how often do you use the trail system or visit the creek in your neighborhood?

| | | | |
|-----------------------|--|-----|------|
| Daily | | 17 | 16% |
| 2 - 3 times per week | | 24 | 23% |
| 2 - 3 times per month | | 21 | 20% |
| Once a month | | 18 | 17% |
| 2 - 3 times a year | | 17 | 16% |
| Never | | 8 | 8% |
| Total | | 105 | 100% |

3. Do you have an automated watering system?

| | | | |
|-------|--|-----|------|
| Yes | | 101 | 93% |
| No | | 8 | 7% |
| Total | | 109 | 100% |

4. If yes, who sets the automated watering schedule?

| | | | |
|--------------------------------|--|-----|------|
| I do | | 60 | 59% |
| Another member of my household | | 29 | 29% |
| Landscaping service | | 11 | 11% |
| I don't know | | 1 | 1% |
| Total | | 101 | 100% |

5. If no, how do you irrigate your landscaping?

| | | | |
|------------------|--|---|-----|
| Primarily a hose | | 2 | 14% |
|------------------|--|---|-----|

| | | | |
|--------------------------------|---|----|------|
| Primarily a hose with a nozzle |  | 5 | 36% |
| Hose with sprinkler |  | 2 | 14% |
| Other, please specify |  | 5 | 36% |
| Total | | 14 | 100% |

6. What best describes your watering practice? (you may choose more than one)

| | | | |
|---|---|----|-----|
| Water once per day, two days per week |  | 32 | 29% |
| Water multiple times per day, two days per week |  | 52 | 48% |
| Water more than two days per week |  | 12 | 11% |
| Other, please specify |  | 20 | 18% |

7. Describe the length of each watering cycle:

| | | | |
|---|---|-----|------|
| One long drenching (20+ minutes) |  | 12 | 11% |
| Water until puddles form but stop before run-off occurs (usually 10-15 minutes) |  | 26 | 24% |
| 5-10 minutes |  | 59 | 54% |
| Other, please specify |  | 12 | 11% |
| Total | | 109 | 100% |

8. Do you ever put fertilizer on your lawn?

| | | | |
|---|---|-----|------|
| Yes |  | 86 | 79% |
| No |  | 14 | 13% |
| I don't know, landscaping service manages the lawn care |  | 9 | 8% |
| Total | | 109 | 100% |

9. If yes, how often do you put fertilizer on your lawn?

| | | | |
|----------------------|---|----|-----|
| Monthly or more |  | 9 | 9% |
| 2 - 3 times per year |  | 58 | 56% |

| | | | |
|---|---|-----|------|
| Once a year or less |  | 24 | 23% |
| Don't know, landscaping service manages the lawn care |  | 13 | 12% |
| Total | | 104 | 100% |

10. Do you use environmentally friendly fertilizer?

| | | | |
|--------------|---|-----|------|
| Yes |  | 60 | 57% |
| No |  | 7 | 7% |
| I don't know |  | 38 | 36% |
| Total | | 105 | 100% |

11. Choose the answer that best describes how you store pesticides, fertilizers and other potentially harmful chemicals.

| | | | |
|--|---|-----|------|
| Chemicals are stored in waterproof containers in a garage, shed, or basement that is protected from rain contact and storm water runoff. |  | 88 | 84% |
| Chemicals are stored in waterproof containers but not protected from rain contact and storm water runoff. |  | 2 | 2% |
| Chemicals are stored in non-waterproof containers outdoors or within reach of rain contact and storm water runoff. | | 0 | 0% |
| I don't store chemicals; my landscaping company manages this treatment. |  | 15 | 14% |
| Total | | 105 | 100% |

12. Choose the answer that best describes how you have used landscaping and buffer strips to slow the flow of storm water and irrigation.

| | | | |
|---|---|----|-----|
| My yard is landscaped to slow the flow of irrigation and storm water and utilize rain in gardens. |  | 63 | 58% |
|---|---|----|-----|

| | | | |
|---|---|-----|------|
| No areas are landscaped to encourage water to soak in, but my yard is relatively flat and little irrigation or storm water runoff occurs. |  | 29 | 27% |
| No areas are landscaped to encourage water to soak in, and my yard is on a slope and sheds water fairly quickly. |  | 6 | 6% |
| There is no landscaping to slow the flow of irrigation run off and storm water. |  | 4 | 4% |
| Other, please specify |  | 7 | 6% |
| Total | | 109 | 100% |

13. Please describe your car washing practices (you may choose more than one):

| | | | |
|---|--|----|-----|
| I use commercial car washes for convenience and because they recycle water, prevent soap from reaching the creeks and river, and are easy to use. |  | 90 | 83% |
| I wash my car at home, on the driveway or street. |  | 18 | 17% |
| I wash my car on a planted surface to avoid runoff and water my landscaping at the same time. |  | 4 | 4% |
| I use a hose nozzle to minimize waste and runoff. |  | 10 | 9% |
| Other, please specify |  | 4 | 4% |

14. From the list below, select what you believe to be the four (4) largest contributors to creek pollution in the City of Reno that reach the Truckee River. Please select only 4 sources.

| | | | |
|---|---|----|-----|
| Runoff from Industrial/Municipal facilities |  | 66 | 61% |
|---|---|----|-----|

| | | | |
|--|---|----|-----|
| Improperly functioning septic systems |  | 23 | 21% |
| Street/Parking lot runoff (vehicle chemicals) |  | 63 | 58% |
| Agricultural runoff (containing fertilizer, etc.) |  | 37 | 34% |
| Lawn and garden runoff (containing fertilizer, etc.) |  | 58 | 53% |
| Runoff from residential car washing |  | 22 | 20% |
| Pet waste |  | 12 | 11% |
| Construction site runoff |  | 42 | 39% |
| Littering/dumping |  | 51 | 47% |
| Other, please specify |  | 9 | 8% |

15. To where does the storm water and irrigation runoff in your neighborhood drain?

| | | | |
|------------------------------------|---|-----|------|
| Wastewater treatment plant |  | 12 | 11% |
| Local creeks and the Truckee River |  | 50 | 46% |
| I don't know |  | 47 | 43% |
| Total | | 109 | 100% |

16. Storm water systems are designed to both remove pollutants and provide drainage for storm water and irrigation runoff from yards and streets.

| | | | |
|--------------|---|-----|------|
| True |  | 17 | 16% |
| False |  | 49 | 45% |
| I don't know |  | 43 | 39% |
| Total | | 109 | 100% |

2009 Chalk Creek Community Presentations Public Outreach & Education, watershed protection

| <u>Organization:</u> | <u>Date:</u> | <u>Attendees:</u> | <u>Comments:</u> |
|--------------------------------|---------------|-------------------|---|
| TMWA staff | Aug. 6 | 5 | Truckee Meadows Water Authority (TMWA) |
| City of Reno Park Maintenance | Aug. 10 | 15 | |
| NAB ward 5 | Aug. 20 | 10 | |
| NAB SUP | | 15 | abbreviated message |
| Granite Ridge HOA | Sept. 14 | 12 | |
| Westergard PTA | Oct. 13 | 15 | fliers around neighborhood, e-mails to original |
| Community meeting - NW library | Nov. 17 | 12 | survey participants |
| Bilinghurst Middle School | Dec. 4 | 85 | (students and 4 teachers) |
| TMWA treatment plant operators | | 8 | |
| | Total: | 172 | |

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Chalk Creek Presentation Evaluations

[View Individual Responses](#)

Survey Results

1. Before this presentation, were you aware of the creeks in your neighborhood?

| | | | |
|-------|---|----|------|
| Yes |  | 28 | 29% |
| No |  | 67 | 71% |
| Total | | 95 | 100% |

2. Did this presentation increase your awareness of what goes into your neighborhood creeks?

| | | | |
|-------|--|----|------|
| Yes |  | 92 | 98% |
| No |  | 2 | 2% |
| Total | | 94 | 100% |

3. The presentation was easy to understand.

| | | | |
|-------------------|---|----|------|
| Strongly Disagree | | 0 | 0% |
| | | 0 | 0% |
| |  | 1 | 1% |
| |  | 1 | 1% |
| Neutral |  | 5 | 5% |
| |  | 4 | 4% |
| |  | 11 | 12% |
| |  | 23 | 24% |
| |  | 31 | 33% |
| Strongly Agree |  | 19 | 20% |
| Total | | 95 | 100% |

4. The presentation influenced me to change my watering, yard care and/or storage practices.

| | | | |
|-------------------|---|---|----|
| Strongly Disagree | | 0 | 0% |
| |  | 1 | 1% |

| | | | |
|----------------|---|----|------|
| |  | 2 | 2% |
| |  | 8 | 8% |
| Neutral |  | 7 | 7% |
| |  | 12 | 13% |
| |  | 11 | 12% |
| |  | 23 | 24% |
| |  | 14 | 15% |
| Strongly Agree |  | 17 | 18% |
| Total | | 95 | 100% |

5. Comments/Suggestions:

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Chalk Creek Community Presentation Evaluations



Results Overview

Date: 2/9/2010 9:28 AM PST

Responses: Completes

Filter: No filter applied

| 5. Comments/Suggestions: | |
|--------------------------|--|
| # | Response |
| 1 | It was very good and informative. I learned a lot. |
| 2 | The speaker was very good, and the message came across very clearly. Really good job! |
| 3 | I thought you did a great job of informing us on what goes on in Chalk Creek! |
| 4 | It was very good. I would put more pictures in the presentation. |
| 5 | I liked the maps of the water shed. |
| 6 | I thought that it was a very insightful presentation and made me want to use water less. (BMS) |
| 7 | - good presentation - didn't get bored of it (BMS) |
| 8 | Fantastic presentation! I now feel MUCH more aware of what is happening in our environment. (BMS) |
| 9 | I thought the presentation was good, and had a lot of good information. (BMS) |
| 10 | I liked how you talked loudly and clearly. I could understand everything that you were talking about and what you were saying. (BMS) |
| 11 | Good job on making me more aware of this info!!! (BMS) |
| 12 | I couldn't see the maps were hard to read. (BMS) |
| 13 | I think it was a very good presentation. It was easy to understand and follow. (BMS) |
| 14 | The presentation made me want to change, but I have been too busy and stressed to do something, even think about it! (BMS) |
| 15 | I really enjoyed the presentation. It was so creative and easy to understand. It was also well presented. (BMS) |
| 16 | It was a little confusing (BMS) |
| 17 | I think the presentation was really informative and to the point. (BMS) |
| 18 | Very good. Perhaps you could show more pictures? (BMS) |
| 19 | I learned a lot from this. I shared it with my parents and now we're trying to help (BMS) |
| 20 | A magnet of the "only rain in the stormdrain" logo (BMS) |
| 21 | I thought it was a good presentation. It taught me a lot about the water creeks in my area. (BMS) |
| 22 | I thought this presentation was helpful, but i couldn't quite comprehend all of the things she was talking about. (BMS) |
| 23 | Good presentation - but you should put some terms in easier words. |
| 24 | good presentation, but it needs more videos/better pictures. |
| 25 | I learned a lot and now i know what i need to change at home (BMS) |
| 26 | I never knew that watering your lawn could put fertilizer and chemicals in the river. I will ask my parents to not water so much (BMS) |
| 27 | Perhaps the use of props would make it more interesting. |
| 28 | more pictures up on powerpoint, hard to see bottom ones, could probably photoshop pictures with arrows. (BMS) |
| 29 | I thought she was a great speaker! I learned quite a bit. (BMS) |
| 30 | I liked your presentation :) (BMS) |
| 31 | I think that it should be explained a little bit better. (BMS) |

| | |
|----|--|
| 32 | I didn't really learn anything. (BMS) |
| 33 | The presenter spoke clearly. She entertained while teaching. (BMS) |
| 34 | I learned that there were different creeks, rivers and streams other than the Truckee. I think i also learned where stuff goes and how the storm drains work. (BMS) |
| 35 | I think they should have that presentation every year. (BMS) |
| 36 | No. (BMS) |
| 37 | I thought she present really well and I did learn more about water and what's in it. (BMS) |
| 38 | I think bringing in examples of the water would have given us a better view on it. (BMS) |
| 39 | I'm already starting to make a change at home about how we use water and I hope that the water issue gets better :) (BMS) |
| 40 | Without this presentation we wouldn't know that we had problems. (BMS) |
| 41 | She was a good talker, she knew what she was talking about, and she was very nice (BMS) |
| 42 | It was a nice talk I like her voice to the topic in which were speaking of. (BMS) |
| 43 | I think this was a very good presentation. It really opened my eyes and made me want to change ... I'm just too lazy to do it. (BMS) |
| 44 | I thought the presentation was a little hard to follow. (BMS) |
| 45 | She could make it a little more understanding and besides that very good. (BMS) |
| 46 | Very good presentation! I feel like I learned a lot about water. (BMS) |
| 47 | Maybe make lecture shorter but don't go too fast. (BMS) |
| 48 | I think the presentation could have been a little more flashy (BMS) |
| 49 | Explain the creeks more thoroughly. (BMS) |
| 50 | This didn't really change how I conserve water. It was very long and boring. (BMS) |
| 51 | She wasn't very descriptive with words that I didn't understand. (BMS) |
| 52 | I like how you used the powerpoint it helped visuall :) -Deanna (BMS) |
| 53 | no comment (BMS) |
| 54 | This was good to have her come because it taught me more about watering and rain. (BMS) |
| 55 | I really liked the presentation and thought the message she was trying to portray was very clear. (BMS) |
| 56 | more public awareness (BMS) |
| 57 | It was alright I couldn't follow it. (BMS) |
| 58 | Don't spend a lot of time on one topic other than that it was good. (BMS) |
| 59 | good job (BMS) |
| 60 | I thought it was pretty good. (BMS) |
| 61 | I think the presentation was very interesting as well as sad. I knew that fertilizers were bad for our environment, but I never knew how. The presentation helped me to understand this. (BMS) |
| 62 | I really did learn a lot about the creeks and how they are being contaminated. (BMS) |
| 63 | It was good and it told us a lot. You should make it more exciting (BMS) |
| 64 | I liked this presentation because it award me of all the creeks we have in our neighborhood (BMS) |
| 65 | Good Job. Good and easy to follow. I think it would be cool if you brought in a visual of what the pollution is doing to the water. (BMS) |
| 66 | I liked how you described the water shed (BMS) |
| 67 | Instead of talk to middle schools talk to businesses, office, etc. they have more power and you will reach out to more people you bleeding heart liberals (BMS) |
| 68 | I think it was a good presentation. I think that it makes people wanna change after doing it. (BMS) |
| 69 | It was EPIC! (BMS) |
| 70 | (BMS) |

| | |
|----|---|
| 71 | It was a good presentation that raised awareness and made me think twice about preserving water. and I will take more care of my water. (BMS) |
| 72 | I really liked this presentation because it made me want to start helping out with the water by washing my car not on driveways. It made me want to make a difference (BMS) |
| 73 | I thought that the presentation was really nice. I learned way more about the watering system. (BMS) |
| 74 | (BMS) |
| 75 | I will change my watering care for the ???? and store less water. I will help clean the rivers and more of the water. (BMS) |
| 76 | (BMS) |
| 77 | Maybe to understand it more, add more information to it and last maybe ad a little jingle to it. (BMS) |
| 78 | I really like all the information you gave us on our neighborhood creeks. (BMS) |
| 79 | It was boring. Sorry but water is boring. (BMS) |
| 80 | Some how make it so it captures our attention more. I was kinda bored the entire time (BMS) |
| 81 | Thank you! Keep up the good work! |
| 82 | Including this info in PSAs (radio/tv) TMWA bills. |
| 83 | water table vs. creek drain - can't the drain be closed off to this level |
| 84 | I love your energy & expertise! |
| 85 | Great information! Thank you. |
| 86 | great info to share! |
| 87 | Have you considered a post card for neighborhoods in this area? |

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