

Urban Waters Outreach: Engaging Minority Audiences



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Urban Waters Learning Network Webinar
Wednesday, Feb. 19, 2014

Restoring the Merrimack River by Connecting Communities through Stormwater Education

Northern Middlesex Council of Governments
Merrimack River Watershed Council



Project Purpose

- Develop new partnerships
- Test stormwater messaging for effectiveness and applicability with different populations and age groups
- Develop a stormwater education program that is effective for everyone
- Create a how-to manual and train-the-trainer program
- Special attention paid to low-income, non-English speaking Environmental Justice areas

Develop an in-depth understanding and appreciation of the history and culture of community members

- Lowell, MA is a gateway community and home to immigrants from around the world
- The City has an estimated Cambodian population of 30,000 residents, who arrived from a culture of political persecution
- Cambodians have a history deeply tied to their rivers, whether it be the Mekong or the Merrimack, and many have an agrarian background
- More recent immigrant populations in the City include Burmese, African and Iraqi refugees who have fled war-torn countries

Establish Partnerships that reflect the Diversity of the Community

Among our 13 existing project partners:

- Cambodian Mutual Assistance Association
- Rumbo (Hispanic Bilingual newspaper)
- Mill City Grows (non-profit focused on urban agriculture)
- Lowell National Historical Park
- Lowell Parks and Conservation Trust
- Greater Lowell Chamber of Commerce
- The City of Lowell, and the Towns of Chelmsford, Dracut, Tewksbury and Tyngsborough

Anticipated future partners:

- United Teen Equality Center (focused on at-risk youth and anti-gang initiatives)
- Coalition for a Better Acre (CDC)

Go to directly to your target audience with your message

- Attend local meetings and events:
 - Neighborhood meetings
 - Southeast Asian Water Festival
 - African Festival
 - River Day
 - Lowell World Cup (local soccer tournament among ethnic teams)
 - School events (Lowell Charter School)
 - Recreational organizations (Merrimack River Boating Program)
- Deliver your message in their language (many local organizations are willing to help with translation)
- Understand and respect cultural differences

What we have learned

- The effectiveness of a particular message varies greatly, depending on age and cultural differences
- Humor is appealing for most populations, and is the most effective messaging style for youth
- The desire to make this world a better place for our children and grandchildren is universal, and appeals to all age groups, cultures and ethnicities. Therefore, stewardship is a highly effective messaging style in all cases.

Engaging Minority Audiences

A Case Study of the Duwamish River



Technical Advisory Group

Urban Waters Learning Network

Alberto J. Rodríguez
Program Manager

Duwamish River



Impacted Communities

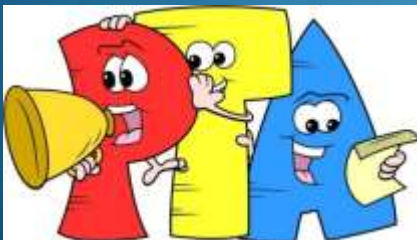


About our community engagement strategy

(a few examples and more)

DRCC/TAG's Community Engagement Strategy

Partnerships:



DRCC/TAG's Community Engagement Strategy

Work plan:



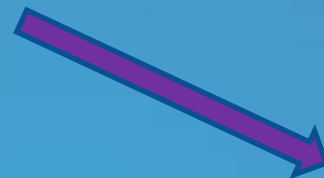
5



16



25



5

Community events

World Dance Party



Community Presentations



Unconventional Public Meetings and Workshops

“Floating classrooms” (schools, universities, Tribes, specific immigrant groups, etc.)



Unconventional Public Meetings and Workshops

Multilingual Public Meeting and Community Workshop



In partnership with
Concord Int'l School

Four (4) different
languages

Food

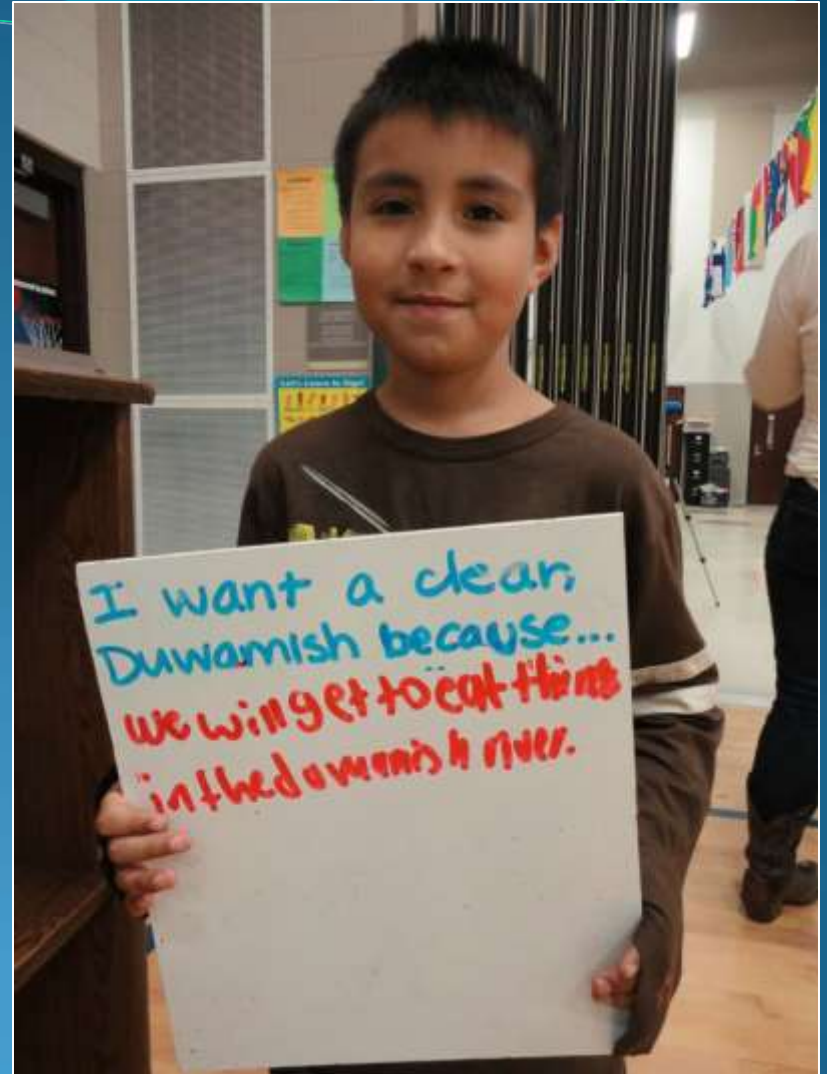
Tickets to the Seattle
Aquarium

Art

Coloring maps

Comments corner

246 attendees (~90%
submitted comments)



“Being here is like being in the United Nations!”

Unconventional Public Meetings and Workshops

The Duwamish River in 3-D



In partnership with GACC,
Duwamish Artist
Residency and Sandbox
Sports

50-foot model

Community members
presenting in six (6)
different stations

Food

Tickets to the Seattle
Aquarium

Art

Comments corner

129 attendees





“Amazing job, & you are setting the bar very high for future public meetings on all topics!!!”

Public Hearings

South Park – 1st Spanish language!



One (1) meeting (5:30 p.m.)

Food

Simultaneous interpretation for English speakers

Tickets to the Seattle Aquarium

Community-known emcee

151 attendees

Public Hearings

Georgetown



Two meetings (3:30 p.m. and 6:00 p.m.)

Food

Simultaneous interpretation in Vietnamese

Public testimony in four (4) different languages

162 attendees

Results



3,350+ (1,270+)



2,345



10

Thank you!



Technical Advisory Group

Hispanic Outreach

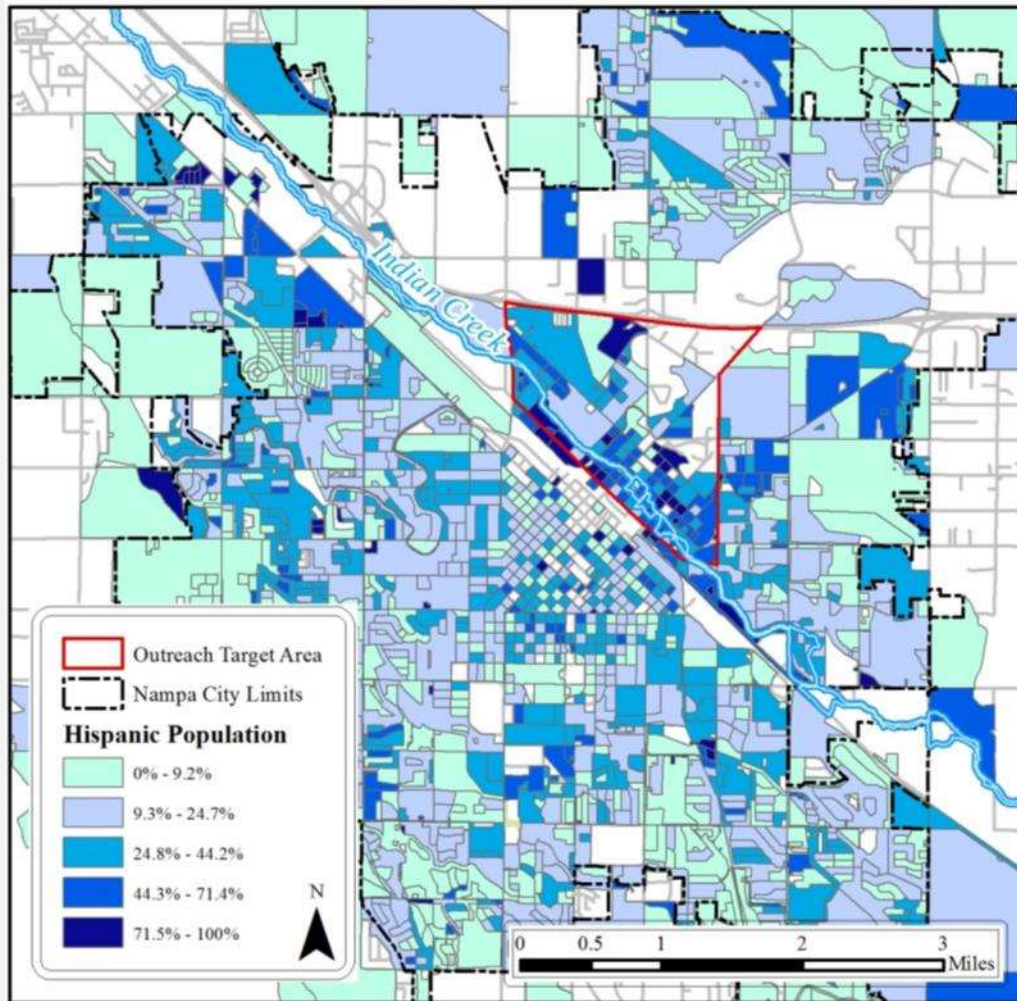
City of Nampa

Urban Waters Initiative Grant



Know Your Community

Hispanic or Latino Population by 2010 Census Block



- **22.9%** Hispanic or Latino
- **6.8%** of Nampa residents over age 5 speak English "less than very well"
- **27%** of individuals living in the southern half of the outreach target area have a Limited English Proficiency.
- **30** Median Age in Nampa



Involve Community Insiders



- Solicited ideas from Latino community leaders
- Formed Partnership with Joca Veloz
- Stormwater presence at Latino Community Events



Partnership

Nampa School District



City of Nampa provides resources

- Ground Water Models
- Water Quality Test Kits
- Wet Suits
- Technical Resources
- Teacher Stipends

Nampa School District

- Enhanced Stormwater Curriculum
- Involvement Activities for Students and Families



Results — Hispanic Community Outreach

Cuidar a su césped para mantener la limpieza de los cuerpos de agua en Nampa

Algunas de nuestras actividades diarias, como el cuidado del césped, contribuyen a la contaminación de nuestros ríos, arroyos y lagos.

El exceso de riego, la fertilización y regar el césped demasiado frecuentemente puede contaminar las aguas pluviales de Nampa cuando las fertilizantes y las pesticidas excesivas corren fuera de nuestros patios y fluyen directamente en los alcantarillados.

Las aguas pluviales afectan a la salud pública, dañan las peces y fauna y flora, eliminan la vegetación y hacen las aguas recreativas de Nampa peligrosas para nadar o pescar.

Usted puede reducir la contaminación en nuestros alcantarillados. Para comenzar, unos cambios fáciles son:

- Sigue las instrucciones del productor cuando aplique un fertilizante y evite a aplicarlo antes de una tormenta.
- Riegue su césped sólo cuando sea necesario.
- Plante de nuevo sitios desnudos para evitar erosión del terreno.
- Use un fertilizante sin fosforoso en su césped.
- Ajuste sus rociadores de césped para impedir el corriente del agua de riego en las calles, en las banquetas o en el camino de entrada.
- Ponga las hojas y el pasto cortado en una bolsa para la recolección de basura.



Keeping Nampa's water bodies clean and safe is important for the health of our community.



Nampa Stormwater Division
Cheryl Jenkins, Stormwater Program Manager
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2013

- Bilingual Stormwater Program Website
- Distributed 1,600 Bilingual Tip Sheets
 - How to report a spill
 - Car Maintenance
 - Lawn Care
- Hispanic Media
 - Idaho Hispano
 - KWEI Radio
- Attended Six Hispanic Community Events



Results – Bilingual Interpretive Signage in City Acres Park



- Funded with an EPA Hispanic outreach grant
- Input from Citizen Advisory Committee
- Complete by Spring 2014



Thank you for joining us!

And join us again for...

Date: Wed., Feb. 26, 2014: 1-2:30pm Eastern

Topic: The Many Forms of Community-Based Environmental Education

Presenters: EarthForce; Galveston Bay Foundation & California Coastal Commission

Registration required:

<http://www.rivernetwork.org/forms/rsvp-urban-waters-learning-network>