

**Monday, May 11, 2009**

**Pre-Conference Workshops**

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

*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 Tanning, 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: 21<sup>st</sup> 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)**

**Friday, May 15, 2009**

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