

GRWC Education/Outreach Subcommittee
Douglas County Environmental Services
April 21, 2008 1pm

Meeting summary

Attendees: Addie Kinghorn (Chair), Pam Tusa, Kent Holm

Discussion regarding potential education/outreach activities for the subcommittee. The following general areas of outreach were identified:

1. Current technology re green roofs. Distribution of this information to interested parties. Might include information on soil media, plant selection, etc. for both modular and built-in-place roofs, for example.
2. Green Roof Working Committee (and subcommittee) meeting information, summaries, and documents/technical information. Distribution of this information to interested parties.
3. Distribution of information on the Saddlebrook green roof project and other demonstration projects that have a green roof component or have components such as the re-use of stormwater (from roofs) for irrigation or other use.
4. Distribution of all of the aforementioned information areas to publications in the metro-Omaha and/or Omaha MSA.
5. Identification of potential speaking opportunities at Nebraska Nursery and Landscape Association (NNLA), Nebraska Turfgrass Association (NTA), Nebraska Arborists Association (NAA), etc. conferences or other sponsored events. This could include displays in trade shows or other opportunities for education/outreach associated with those organizations.
6. Similar opportunities at River City Roundup, Douglas County Fair, etc.
7. At the 3/27/08 GRWC meeting it was noted that distribution of information (in general) could be facilitated by providing said information to MAPA (Metropolitan Area Planning Agency) and/or the GOC (Green Omaha Coalition), both of which have networks that can distribute information to the Omaha MSA (metropolitan statistical area).

Specific action items:

1. Pam will contact Melissa Peeler, Douglas County Fair Manager, about opportunities at the Fair and relay information to Kent who is providing coordination for various aspects of River City Roundup.
2. Pam will contact Regency magazine to get contact information for that publication, and potentially others.
3. Pam will compile a number of other publications (CountyLine, etc.) that might also be appropriate for distribution of green roof information.
4. Addie will contact the NNLA/NTA who produce a joint Green Expo event.
5. Addie will identify other potential newsletter/publication contacts.
6. Kent to contact the NAA

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Distribution of green roof information

The general thought is to identify contacts for publications, newsletters, etc. and have information available for distribution to those. Information could be as simple as a link to the Environmental Services (www.dcplanning.org) website where the GRWC information is now posted, or ... it could be the production of an article for a specific publication. If there was an article produced it might also be for general distribution to a number of newsletters and publications.

Organizations, publications, newsletters, etc. that were mentioned for potential distribution of green roof information from the GRWC (in addition to MAPA and the GOC):

Douglas County Fair, River City Roundup, Extension Service/Master Gardeners, Nebraska Forest Service (Eric Berg), NNLA, NAA, NTA, Nebraska Statewide Arboretum (NSA), Keep Omaha Beautiful (KOB), Papio-Missouri River NRD, NACO (Nebraska Association of County Officials).

Timelines

Education and outreach activities would be ongoing and begin immediately. Regular (anticipate monthly) updates on GRWC and subcommittees activity would be forwarded to designated outlets (most likely MAPA and GOC) for distribution through their networks in the Omaha MSA. The same information would be made available to the other organizations, publications, newsletters, etc. as listed above, most likely in a "press release" type format (to be determined).

On-going opportunities to present information on green roofs (specifically or in combination with other stormwater management-related topics). Anticipate that a majority of the organization/association presentations would be in the fall and winter months.

Kent will summarize the meeting and distribute to Addie and Pam for review and comment.