



## STAFF REPORT

**Report To:** Board of Supervisors **Meeting Date:** July 15, 2021

**Staff Contact:** Nancy Paulson, City Manager

**Agenda Title:** For Discussion Only: Discussion and presentation by the Carson Water Subconservancy District ("CWSD") on the Water Connects Us All Campaign. (Brenda Hunt, [brenda@cwsd.org](mailto:brenda@cwsd.org))

Staff Summary: The "I Am Carson River Watershed Campaign" is funded through Clean Water Act 319(h) funds with support from the Nevada Division of Environmental Protection and CWSD. It is designed to increase watershed awareness and education. The "Water Connects Us All" video showcases simple actions that can be undertaken to benefit the drinking water in the watershed. This video emphasizes the importance of protecting groundwater as the main source of drinking water.

**Agenda Action:** Other / Presentation **Time Requested:** 10 mins

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### Proposed Motion

N/A

### Board's Strategic Goal

N/A

### Previous Action

N/A

### Background/Issues & Analysis

CWSD is releasing its second video, "Water Connects Us All", in its "I Am Carson River Watershed" PSA campaign, to inform Nevadans about the importance of protecting the health of their drinking water and their watershed. The video incorporates more than 40 local and recognizable faces who share with viewers where drinking water comes from and the steps individuals can take to protect the quality of their drinking water. See video link - [https://www.youtube.com/watch?v=z3D\\_nNH77a0](https://www.youtube.com/watch?v=z3D_nNH77a0)

### Applicable Statute, Code, Policy, Rule or Regulation

N/A

### Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

**Explanation of Fiscal Impact:**

**Alternatives**

N/A

**Attachments:**

[Water Connects Us All launch .pdf](#)

**Board Action Taken:**

Motion: \_\_\_\_\_

1) \_\_\_\_\_

2) \_\_\_\_\_

Aye/Nay

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_  
(Vote Recorded By)

# I Am Carson River Watershed Campaign – *Water Connects Us All*

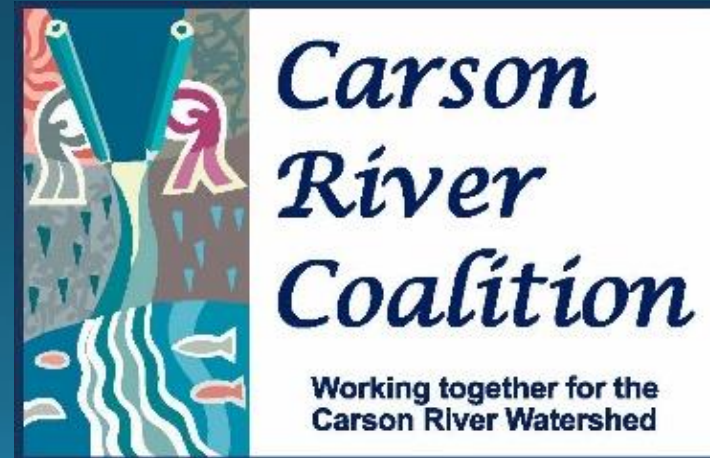
Shane Fryer

Watershed Program Specialist

Carson Water Subconservancy District

Jointly funded through:

CWA 319(h) Grant



# Watershed-Literacy Program

1

## Initial Stages

Worked with CRC Education Working Group to develop ways to measure EE Effectiveness, held first Roundtable 2013 and completed W-L Action Plan 2015.

2

## W-L Phase I

Conducted Watershed-wide Survey of Residents 2015



3

## W-L Phase II

2016 Completed Watershed-Literacy Marketing and Communications Plan/ EE Roundtable II

4

## W-L Phase III-V

Developed and began implementation of Watershed-Literacy Program including the I Am Carson River Watershed Campaign PSAs and Watershed Moments.

5

## Next Steps

- Continue implementation
- ~2022 Resurvey Watershed Residents
- Measure, reflect, revise W-L Action Plan accordingly. 4

# I AM CARSON RIVER WATERSHED

IAMCARSONRIVER.ORG

## I AM CARSON RIVER WATERSHED, AND YOU ARE TOO!

We live in a wonderful watershed. Here's what you can do to keep pollutants out of our waters.



BAG IT



CURB CHEMICAL USE



USE A CAR WASH



RECYCLE MOTOR OIL

Be proud and display your sticker on your vehicle, water bottle or window!

[IAmCarsonRiver.org](http://IAmCarsonRiver.org)



# Campaign Splash Page: iamcarsonriver.org



2:33



## YOUR ACTIONS MATTER:

**ESPAÑOL**



**USE A CAR WASH**



**BAG IT**



**CURB CHEMICAL USE**



**RECYCLE MOTOR OIL**







# Next Steps

- Continue to show the film to our partners and seek their help in spreading these important messages.
- Create and Film 15 Watershed Moments (2021)
- Ask the Community to Create and Film Their Own Watershed Moments
- Resurvey the Watershed 2022/23

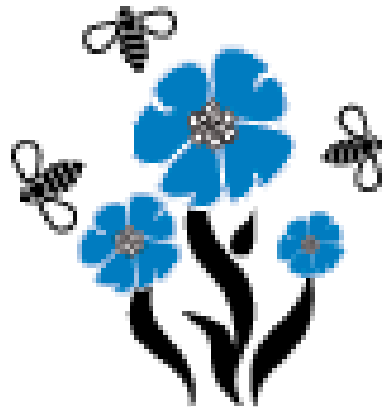


# Watershed Moments

Actions to limit polluted runoff



**BAG IT**



**CURB CHEMICAL USE**



**USE A CAR WASH**



**RECYCLE MOTOR OIL**

# Questions?



Filming "Water Connects Us All"

Join in Live Zoom Q & A at 11:30am, March 3, 2021 or listen to the recorded version appended to this Education and Outreach Session.

or

Contact:

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