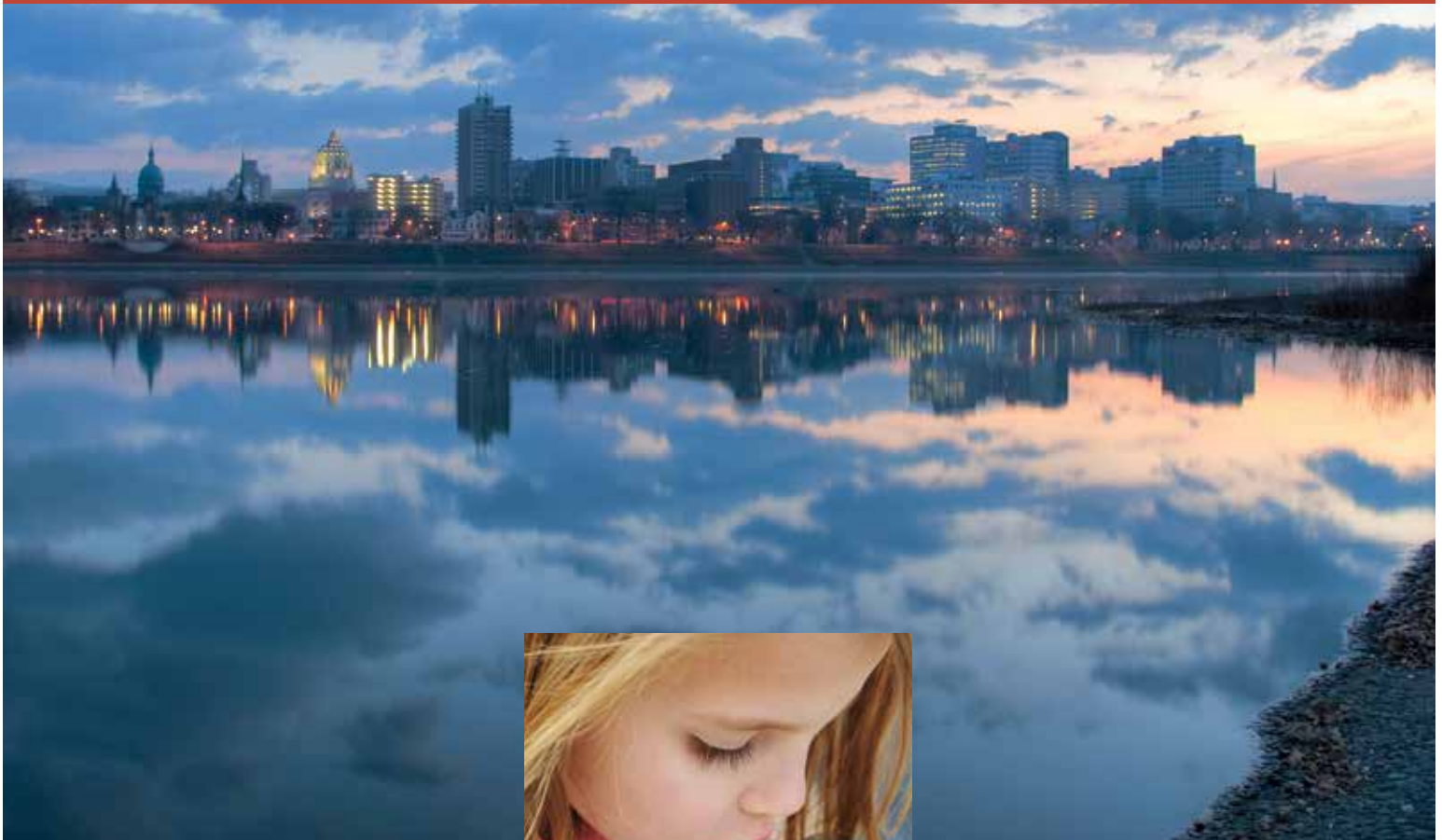


Clean Water *Communities!*

6th Annual Choose Clean Water Conference

May 19-20, 2015 • Hilton Harrisburg, Harrisburg, Pennsylvania



The Choose Clean Water Coalition harnesses the collective power of more than 200 groups around the Chesapeake Bay region protecting water for our communities.



ChooseCleanWater
COALITION
choosecleanwater.org

Dear Conference Participant;

National. Regional. State. Local. Six years ago when the Choose Clean Water Coalition formed, we knew that success—healthy local rivers, streams and Chesapeake Bay—required work at every level of government. National advocacy to ensure federal investment in restoration; regional



efforts to strengthen and advance science-based pollution limits; holding state leadership accountable and supporting state planning processes moving solutions forward. But, what our collective experiences have taught us, is that returning clean water to the region begins and ends at the local level. Our theme this year, *Clean Water Communities*, reflects this important notion: Communities are playing a major role in returning clean water throughout the Chesapeake Bay region.

The examples of communities making great strides to improve their local rivers and streams are growing daily. Baltimore, Maryland, Harrisonburg, Virginia, and Lancaster, Pennsylvania are just a few places where we see passionate advocates, place-based solutions, strong leaders, and local investments in clean water.

Throughout the conference, we will focus on how to engage all communities in our efforts to improve and preserve local clean water. Whether it is through grassroots organizing, more effective communications, new strategies to connect with other stakeholders, or diversifying the movement,

the conference will focus on the tools necessary to affect change at the local level. And, as part of the conference, you will be able to see Harrisburg's efforts to protect its water supply, Gettysburg National Military Park's efforts to create a sustainable environment, the Conewago Initiative's rural land use projects, and kayaking on the Susquehanna River.

Thanks for joining us in Harrisburg! We hope you return to your own locality inspired, rejuvenated and equipped to continue the effort for clean water.

In conservation,

Hilary Harp Falk
National Wildlife Federation



Joy Oakes
National Parks Conservation Association



Bill Street
James River Association



6th Annual CHOOSE CLEAN WATER Conference

Tuesday, May 19

9:00-9:15 AM

WELCOME

Mayor Eric Papenfuse
Harrisburg Ballroom

9:30-10:30 AM

PLENARY

Harrisburg Ballroom

Welcome to Harrisburg

Moderator: Tanya Dierolf, Capital Region Water
Shannon Williams, Capital Region Water
Andrew Gavin, Susquehanna River Basin Commission
Doug Neidich, Greenworks Development

Located along the banks of the Susquehanna River, Harrisburg is a river city. Its past, present and future are all closely intertwined with the economic, recreation and aesthetic benefits the waterway provides. Although images of lazy summer days, prized smallmouth bass, and picturesque sunsets may come to mind, the river has also caused those in the lower Susquehanna region a fair amount of distress.

Panelists will reflect on the impact local waterways have had on Harrisburg and how Harrisburg has impacted local waterways. Like the river itself, the city has had high points and low points. Yet in the challenges associated with an aging infrastructure, flooding and pollution threats, and financial woes, there is opportunity. Hear from those working to ensure Harrisburg's resiliency and a renewed vision for the future.

10:45 AM-noon

Reaching New Audiences

Susquehanna Room

Moderator: Brenna Goggin, Delaware Nature Society
Fritz Schroeder, Lancaster County Conservancy
Ed Stierli, National Parks Conservation Association
Nydia I. Ocasio, Prince George's County Dept. of Parks and Recreation, Maryland

Everyone needs clean water—but not everyone is engaged in clean water advocacy. In this session, outreach experts will make brief presentations about their experiences in engaging recreational users, Hispanic community members, and city residents in clean water advocacy, and then lead a discussion about best practices and lessons learned.

Innovations in Agriculture

Juniata Room

Moderator: Kim Snell-Zarcone, Conservation Pennsylvania
Jennifer Reed-Harry, PennAg Industries Associations
Peter Hughes, Red Barn Consulting
Hannah Smith-Brubaker, Pennsylvania Dept. of Agriculture

This panel will explore agricultural innovations at both large and small farming operations. Speakers will address clean water advances being made at both traditional and niche farms.





Impacts of Gas Pipelines on Local Communities

Delaware Room

Moderator: Aaron Mintzes, Earthworks

Katy Dunlap, Trout Unlimited

Linda Farrell, Pipelines Safety Coalition

Nadia Steinzor, Earthworks

This session will discuss the impact pipelines have on water resources. Panelists will describe how various community fights against pipelines and associated infrastructure within the Chesapeake Bay watershed have influenced decision-makers and related campaigns. This panel will focus upon particularized dangers to water, political and legal fights opposing increased pipeline construction, as well as individual stories from leading communities.

The Art of Preaching

Alleghany Room

Speaker: Rev. Dottie Yunger, Metropolitan Church

How do you know when you have a good story to tell, and how can you tell it well? Good preachers are able to share a story, and do so in a way that demonstrates concern for not only the message within the story but the people hearing the story as well. How the story is told is just as important as the story itself, and weaving the two together is an art form than transforms people from hearing the story to joining in the story. Rev. Dottie Yunger walks participants through the art of preaching, the art of having a good story and telling it well. What secrets do preachers use to hold a congregation's attention? How do preachers put together a good story that keeps people paying attention? How does a preacher get people to change their ways? How can we apply these lessons to become more engaging, persuasive speakers?

12:30-1:30 PM

LUNCH

Harrisburg Ballroom

Speaker: Jalonne White-Newsome, *We Act for Environmental Justice*
Diversity, environmental justice and clean water

2:00-5:00 PM

FIELD TRIPS

Harrisburg Ballroom

Paddle on the Conodoguinet Creek into the Susquehanna. The clear, shallow water is perfect for beginners and the wildlife on this trip is remarkable. Trip participants will explore shallow grass beds and secluded river islands to observe critters that make their homes in the Susquehanna, from beaver to bald eagles. We'll discuss water quality illustrating the dynamic relationship of our personal lifestyles and land uses to water quality.

The City Beautiful Walking Tour will introduce you to Harrisburg. Harrisburg was an early adopter of modern infrastructure at the turn of the 20th Century. The City Beautiful movement brought modern sanitation, drinking water treatment and community greening to Harrisburg. City Beautiful 2.0 has just been launched.

See **Gettysburg National Military Park**. We'll start with a walking tour outside to learn more about the landscaping, parking lot decisions, geothermal wells, and underground



stormwater storage and then, after a short presentation, we'll head off for a history-focused walking tour of the park.

On the **Conewago Creek Initiative's tour** you will see stormwater, agricultural and restoration practices being implemented in the Conewago. The partnership of more than thirty organizations has been working cooperatively to increase watershed engagement and work with farmers and landowners to adopt land management practices to improve water quality. The Initiative's work has resulted in increased citizen engagement and outreach, greater adoption of best management practices, and positive water quality improvement trends.

As part of the **"Two Minute Tuesday"** effort, a nearby neighborhood will be hosting a clean-up and welcomes Conference participants who want to roll up their sleeves to improve Harrisburg.

6:00-10:00 PM

RECEPTION AND DINNER

Whitetail Lodge, Marysville

Keynote speaker: **Susan Stranahan**, Author
Susquehanna: Our River of Dreams

Over the centuries, humans have come perilously close to destroying the mighty Susquehanna. Now it is our turn to celebrate and defend a glorious resource. This is the story of a river reborn.



Wednesday, May 20

8:00-9:00 AM

BREAKFAST ROUNDTABLES

Harrisburg Ballroom

1. **Stormwater Utility Clearinghouse**, **Peter Marx**, Choose Clean Water Coalition
2. **Social Media**, **Kelley Galownia**, Virginia Conservation Network
3. **Organizing Around Fracking**, **Nathan Sooy**, Clean Water Action
4. **Stormwater Financing**, **Monica Alison Billig**, Environmental Finance Center
5. **Clean Water Rule**, **Jon Devine**, Natural Resources Defense Council
6. **Talking Stormwater with Local Municipalities**, **Bernie McGurl**, Lackawanna River Corridor Association
7. **Agricultural Brainstorming: What Should the Coalition be Doing?**, **Betsy Nicholas**, Waterkeepers Chesapeake
8. **Chesapeake Bay Funders Network Next Generation Capacity Building Initiative**, **Jamie Baxter**, Chesapeake Bay Trust

9:15-10:15 AM

PLENARY

Looking ahead to 2017

Harrisburg Ballroom

Jeff Corbin, EPA Senior Advisor for the Chesapeake Bay and Anacosta River



WORKSHOPS AND BREAKOUTS SESSIONS**How Local Jurisdictions are Coping with Climate Change**

Susquehanna Room

Moderator: Liz Deardorff, American Rivers**Skip Stiles**, Wetlands Watch**Jennifer DeMooy**, Delaware Dept. of Natural Resources and Environmental Control—Harvest to Hope**Susan Julius**, US EPA Office of Research and Development

Environmental and societal impacts due to climate change are measured throughout the Chesapeake Bay Watershed yet, understanding the potential long-term impacts and preparedness through mitigation and adaptation is lacking or at least significantly inconsistent across Bay jurisdictions. Climate change will impact areas across the Bay watershed and impacts will vary according to geography. For example, movement of brook trout range will shift aquatic habitats in the headwaters and rising seas will require water infrastructure design or siting modifications in coastal cities. Our panel of climate change experts will discuss the changing climate within the Bay watershed from changing precipitation patterns and discuss local, state and regional response, planning and policy. We will open a dialogue about the role of advocacy by citizen-based conservation groups to buffer the vagaries of politics, help ecosystems within the Chesapeake Bay develop resiliency and protect our investment and hard work cleaning the Bay.

Focus Groups, Polling, Surveys and Other Research Tools

Juniata Room

Presenter: Jonathan Voss, Lake Research Partners

We will go over the types of research methodologies most often used—qualitative such as focus groups and one-on-one interviews, and quantitative, such as online and telephone surveys. Research can provide insight to how people think, but context matters as to which type is most appropriate. We will look at a few case studies where focus groups were most appropriate and where surveys were most appropriate. Participants will leave knowing the right questions to ask when considering research and the types of questions each method can help answer.

Protecting Drinking Water

Delaware Room

Moderator: Stella Koch, Audubon Naturalist Society**Panelists: Jillian Fry**, Center for a Livable Future**Adrienne Kotula**, James River Association**Angie Rosser**, West Virginia Rivers Coalition**Michele dePhilip**, The Nature Conservancy

All of us care about the water we drink, whether it comes from the groundwater or the rivers and streams in our landscapes. More than 50% of the human body is water—we are dependent on clean water for the myriad facets of our lives. The panel will discuss groundwater and river pollutants and sustainable flow requirements for maintaining healthy rivers and streams. Two of the panelists will discuss major chemical spills in rivers that supply drinking water and will talk about policies that need to be in place to protect drinking water supplies and how to use drinking water protection as an organizing principle for clean water.



Potomac Piranhas

Alleghany Room

Presenter: **Gore Bolton**, Diversified Advantage Group

Are you a fan of the invention-based reality show, "Shark Tank?" The Potomac Piranhas campaign seizes that spirit of bringing together pollution reduction innovators with investors. Founded in Washington, DC, the Potomac Piranhas model can be replicated throughout the watershed to reduce pollution. Be ready for some passion around the topics of innovation, capitalization and entrepreneurship.

12:15-1:30 PM

LEADERSHIP AWARD LUNCHEON HONORING JOHN DAWES, SR.

Harrisburg Ballroom

Speaker: **Cindy Dunn**, Pennsylvania Secretary of Conservation and Natural Resources

Presenter: **Jill Witkowski**, Choose Clean Water Coalition

1:45-4:00 PM

WORKSHOPS

Social Marketing for Social Change

Susquehanna Room

Presenter: **Kacey Wetzel**, Chesapeake Bay Trust

This interactive workshop is targeted toward watershed organizations and NGOs who would like to more effectively encourage behavior change in a priority group. The goal is to demystify the process of social marketing (a proven behavior change framework) and improve participants' understanding of audience research methods that can help to inform the development of an audience-oriented behavior change program.

Increasing Diversity in Your Organization

Delaware Room

Facilitators: **Jill Witkowski**, Choose Clean Water Coalition

Ramon Palencia-Calvo, Maryland League of Conservation Voters

Hedrick Belin, Potomac Conservancy

Increasing the diversity of the Chesapeake Bay watershed organizations is essential to the success of our clean water movement. The workshop will focus on three areas—governance, hiring, and programs as part of a larger discussion on increasing diversity within our organizations. As a group, we will discuss strategies to build connections with diverse communities and promote environmental justice. We will all walk away with concrete steps to take to increase diversity among your staff, board, and volunteers.



Engaging Communities Around Fracking: The Power of Local Control

Alleghany Room

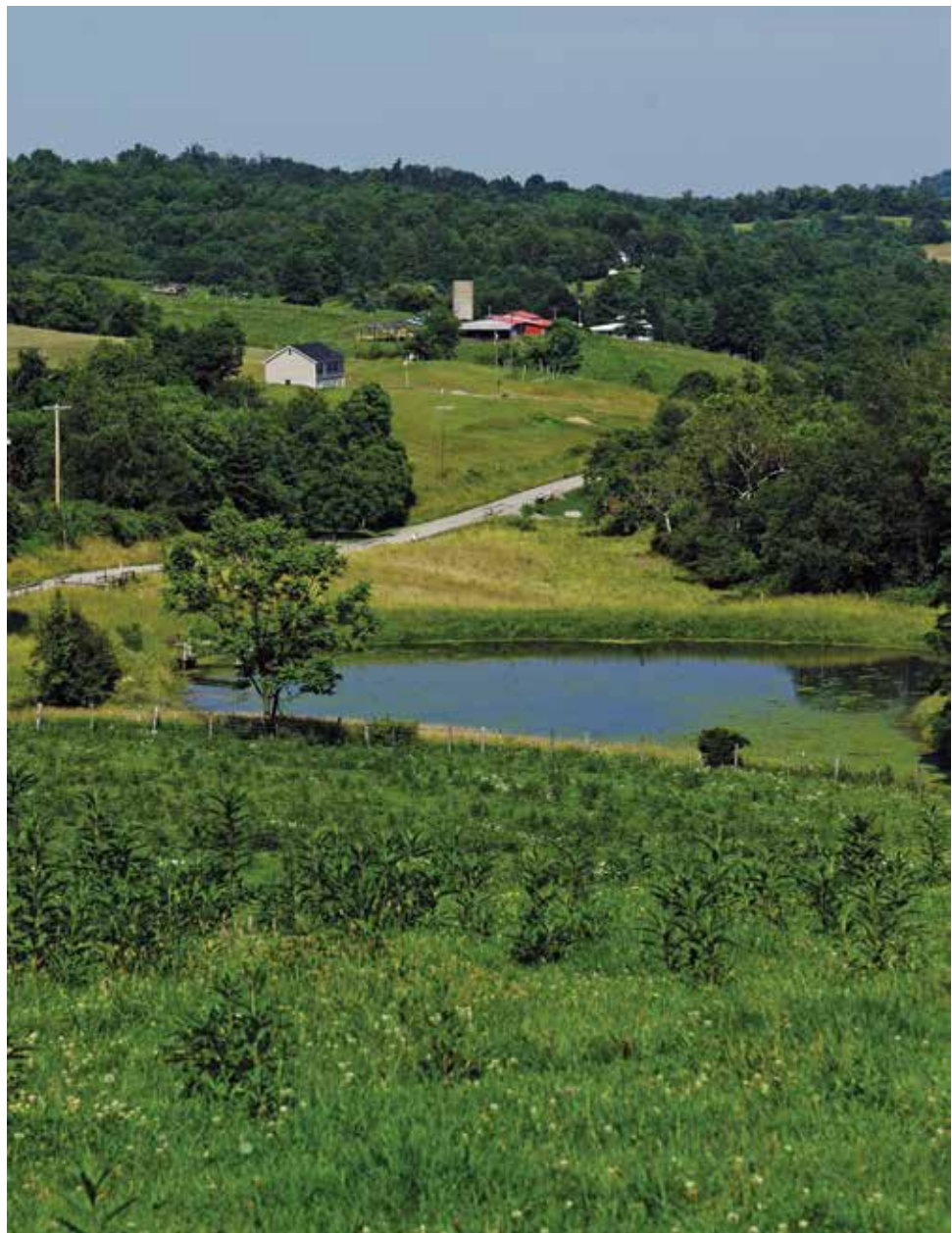
Moderator: **David Lillard**, West Virginia Rivers Coalition

Presenters: **Dave Ball**, Peters Township Council

Albert Pollard, Consultant and former Virginia Delegate

Brook Lenker, FracTracker

Organizing communities on fracking requires working on many fronts. First, having the most credible, reliable information—including maps, data, and analysis—about potential fracking sites is key. That information is only useful, though, when it empowers local messengers to get out in front. For a long-term campaign, understanding how your state's constitution applies to landowner and community rights is essential when fighting fracking in the courts. We'll explore all three facets of community organizing, as well as how they work together.



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Saving a National Treasure

Choose Clean Water Conference

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to Policymakers and the Media

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National Aquarium

Paxton Creek Watershed and Education Association

PennFuture

Southeast Rural Community Assistance Project

Virginia Conservation Network

Waterkeepers Chesapeake

West Virginia Rivers Coalition



**Thank You to this year's
Conference Planning Committee**

Deb Kleiner, chair
Choose Clean Water Coalition

Liz Deardorff
American Rivers

Hilary Harp Falk
National Wildlife Federation

Brenna Goggin
Delaware Nature Society

Stella Koch
Audubon Naturalist Society

Joy Oakes
National Parks Conservation Association

Jennifer Quinn
PennFuture

Jill Witkowski
Choose Clean Water Coalition

**Thank You to this year's
Steering Committee Members**

Jim Foster
Anacostia Watershed Society

Lisa Alexander
Audubon Naturalist Society

Kim Coble
Chesapeake Bay Foundation

Brenna Goggin
Delaware Nature Society

Bill Street, co-chair
James River Association

Karla Raettig
Maryland League of Conservation Voters

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Waterkeepers Chesapeake

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