



Annual Report

Cobb County Water System Communications & Education

2019-2020

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During the
2019-2020 reporting year,
31,261 community members participated
in CCWS Communications & Education programs.

Volunteer Programs:
1,291 participants,
409 training hours,
3,187 volunteer service hours

Community Programs:
11,824 participants, 192 hours

School Programs:
18,146 students, 474 instruction hours

This report summarizes Cobb County Water System's efforts to educate the community about issues impacting local water quality & conservation, to foster good habits and responsible behaviors, and to promote an ethic of respect for and a connection to our natural resources.

Cobb County Water System's Communications & Education Division works to support and protect the community by educating residents on practices to improve the quality of life for themselves and future generations. The activities and events facilitated by staff members are designed to fulfill Cobb County Water System's education requirements as outlined by the Metro North Georgia Water Planning District and the Georgia Environmental Protection Division.

Vision

We envision a community in which all residents and businesses value our water resources, upholding with integrity their responsibility for water quality, conservation, and environmental health.

Mission

Our mission is to engage and educate the Cobb community, providing them with the knowledge, opportunities, and resources to implement responsible water practices that protect and conserve our water resources.

Message From Communications & Education Division (CED) Staff

After a year of transition, working through the logistics and reality of merging three previously independently operating units into a single cohesive group, the CED was on-track to achieve our school and community engagement goals when the COVID-19 crisis emerged. Programming was suspended overnight and staff was sent home to telework indefinitely. While sheltering in place, our team has been focused on updating curriculum alignments and lesson plans, evaluating programs, and adjusting work plans for how to continue serving the community as we move from limited operations to practicing social distancing, to understanding what the new normal will become for our programming during these unprecedented times. While teleworking this spring, our team has tried to remain positive and consider this time to be an opportunity to catch up on operational best practices that are often neglected in favor of teaching programs and facilitating events. We have been hard at work, making the most of our downtime for important training, research, and proactive planning. We are thankful to our volunteers who continue to monitor their streams and submit data and are exploring ways to re-vision our volunteer appreciation efforts since we are unable to safely facilitate our Stewardship Fair this year.

In addition to training, research, and planning, the CED staff have been working to develop new resources, including extensive revisions to our website, www.cobbstreams.org. We pledge that when we return our programs will reflect the investment in time we have been dedicating to develop stronger, more inclusive, and better-aligned programs that serve the needs of the community. Thank you for your patience as we re-start public programming and your understanding that our capacity to safely facilitate programs will likely contract in the short term. We appreciate your support for our programs and will be working diligently to get Rain Barrel, Fairy House Building, and Adopt-A-Stream Workshops up and running as soon as possible.

- The Communications & Education Division

SUMMARY OF ACTIVITY BY WATERSHED

	Water Quality Monitoring	Waterway Clean-ups	Storm Drain Marking	Privet Pulls & Other Invasives Removal	Community Education	School Outreach
Chattahoochee	•	•	•		•	•
Buttermilk						•
Mud	•	•	•			•
Mulberry	•				•	
Nickajack	•	•	•	•	•	•
Noses	•		•		•	•
Olley	•	•			•	•
Poplar	•	•				•
Powder Springs			•			•
Rottenwood	•	•			•	•
Sewell Mill	•	•		•	•	•
Sope	•	•	•		•	•
Sweetwater					•	•
Ward						•
Willeo	•	•	•			•
Etowah	•	•			•	
Allatoona	•	•	•	•	•	•
Butler	•	•			•	•
Noonday	•	•	•	•	•	•
Proctor	•	•				•
Rubes	•	•		•		•

VOLUNTEER PROGRAMS & ACCOMPLISHMENTS

Cobb County Water System facilitates ongoing volunteer opportunities throughout the year including providing the training and tools needed to be a monitoring volunteer. During the 2019-2020 reporting year, 1,291 volunteer participants gave 3,187 hours of volunteer service. We estimate the value of Cobb's volunteer watershed stewards to be \$81,045.*

**Based on the current estimated national value of volunteer time (\$25.43 published by Independent Sector).*

Adopt-A-Stream Bacterial Monitoring

40 volunteers trained, 174 monitoring events, 174 service hours

Volunteers learn how to monitor *E. coli* levels in their streams. *E. coli* is an indicator organism that is often used to assess water quality. Monitoring levels of *E. coli* can help identify possible sources of pollution. This workshop focuses on proper collection of a water sample, processing samples for incubation, and interpretation of results. Volunteers must attend a certification workshop and adopt their site for monthly monitoring.

Adopt-A-Stream Chemical Monitoring

143 volunteers trained, 407 monitoring events, 767 service hours

Chemical monitoring consists of collecting water samples and testing for pH, levels of dissolved oxygen, temperature, and conductivity. These chemical tests gather information about the aquatic habitat and its ability to sustain life. Participants are required to attend a certification workshop and adopt their site for monthly monitoring.



Adopt-A-Stream Macroinvertebrate Monitoring

22 volunteers trained, 15 monitoring events, 121 service hours

Participants monitor the population and diversity of benthic macroinvertebrates, aquatic insects, and mollusks that act as bioindicators of water quality. Studying the diversity of organisms at a site gives a general picture of water quality. Individuals interested in macroinvertebrate monitoring are required to attend a certification workshop, adopt their waterway site, and commit to monitoring once per quarter.

Adopt-A-Stream Visual Monitoring

5 volunteers trained, 2 monitoring events, 24 service hours

Volunteers learn how to use maps to delineate and assess their watershed. Land use and impervious surface are discussed as it pertains to the watershed survey data forms. The second half of the workshop is spent at a stream conducting the visual stream survey and learning how to do a stream cross-section and calculate flow.

Amphibian Monitoring

0 volunteers trained, 0 monitoring events, 0 service hours

Unfortunately, the Amphibian Monitoring Program was unable to launch this season due to the COVID-19 closures. The program was redesigned to include salamanders and monitoring stations. Once closures are lifted, we will resume training Cobb County residents to collect data on local amphibian populations.

Clean-ups

908 volunteer participants, 58 events, 1,564 service hours*

Cobb County asks residents to help clean local waterways and raise awareness about water health. Scout groups, church groups, schools, and homeowner associations across the county are provided with gloves, bags, and planning assistance throughout the year to encourage trash removal efforts. *Calculation includes GA AAS's volunteer reporting of cleanup activities during monitoring events. 41 small collection events were recorded via this mechanism.



Internships and Mentorships

2 volunteer participants, 164 service hours

CED hosted two student interns during the summer of 2019. One was full-time, from North Cobb High School, and paid through our Experiencing Cobb County Hands On (ECCHO) program. The second student, from South Cobb High School, was a part time volunteer. Duties included assisting with community outreach programs, prepping for service projects, working on the garden blog, and shadowing field staff with routine duties. In addition, in the fall, we hosted a senior from Wheeler High School who conducted a volunteer waterway monitoring project on Sope Creek.



Privet Pulls & Other Invasives Removal

19 participants, 4 events, 39 service hours

The removal of invasive Asian privet has become a popular stewardship project, especially with older students seeking community service hours. Volunteers seeking to organize a project are asked to complete a project proposal, identifying the site location and vegetative waste disposal plan. CED assists by providing tools and logistical support. In addition, we are working with GA Native Plant Society and Cobb County Parks to help recruit volunteers for ongoing privet removal efforts at Heritage Park along Nickajack Creek.

Stewardship Demonstration Sites

Wildlife & Rain Garden

38 volunteer participants, 17 events, 38 service hours

Noonday Stream Habitat Site

17 volunteer participants, 2 events, 44 service hours

Community volunteers continue to assist with site maintenance including new plant installations, pruning, seed propagation, weeding, labeling, and leading tours. Participants include local master gardeners, community members seeking service hours, and those interested in gaining practical experience. In the garden, weekly project days, currently every Thursday morning, provide a consistent opportunity for those interested in helping. At the stream project, work days are conducted as needed to control kudzu. Participants also learn about stormwater pollution prevention and stewardship practices.



Storm Drain Marking

97 volunteer participants, 12 events, 707 drains marked, 252 service hours

Rain water runs off the landscape from roads, driveways, lawns, rooftops, and parking lots and carries pollution into our water. In addition, any litter on roads will wash into streams through the storm drain system. To emphasize the connection between runoff and water pollution, volunteers are helping mark storm drains around Cobb County. Participants are provided with marking kits including aluminum markers, adhesive, gloves, garbage bags, and education materials.

Volunteer Challenge

*223 participants, 10 events, 359 service hours**

We continued our partnership with the National Park Service to incentivize service project participation. 5 registered groups competed to receive a free ranger-led rafting trip. The Challenge was abruptly cut short this year due to the COVID-19 closures, so the scheduled raft trip was unable to occur. We plan to continue offering the *Chattahoochee Challenge* in the 2020-2021 school year. *This data is reflected in each of the volunteer service programs, so numbers are not included again in our summary calculations.

2020 Volunteer Appreciation & Stewardship Fair

Originally schedule 4/1/20, postponed due to COVID-19

The Volunteer Appreciation & Stewardship Fair is a data-sharing event that showcases volunteer projects. Volunteer groups are invited to create a display and share their initiatives during the event. Participants are encouraged to tour the Water Quality Laboratory, Stewardship Awards are presented, and certificates recognizing volunteers for 5, 10, and 15 years of service are awarded.

Summary of Volunteer Activities by Watershed

Stewardship Projects - Chattahoochee

WATERSHED	GROUP	# SITES	YEAR INITIATED	ACTIVITY TYPE
Mud Creek	Greycoat Bluff	1	2019	CH
Mud Creek	Dew Place	1	2017	CH, BAC
Mud Creek	McEachern High AP Environmental Science	1	2007	CL
Mud Creek	Troco5	1	2019	CH
Mud Creek	BSA 540	1	2019	SD
Mud Creek	Quinn Robbins	1	2019	SD
Mud Creek	Boss Environmental	1	2018	CH, BAC, MAC
Mulberry Creek	Friends of Mulberry Creek	1	2003	CH, BAC
Nickajack Creek	Keep Smyrna Beautiful	5	2010	CH
Nickajack Creek	SG5	1	2011	CH
Nickajack Creek	GA Native Plant Society	1	2014	PP
Nickajack Creek	Concord Woolen Mill	1	2019	CH
Nickajack Creek	Griffin Middle School	1	2017	CL
Nickajack Creek	Lauren's Thalweg	1	2019	CH, MAC, CL
Nickajack Creek	Stewardship Mob	1	2014	SD, CL
Noses Creek	Pic	1	2018	CH
Noses Creek	Wildwood Homeschool Co-Op	1	2019	SD
Noses Creek	Stewardship Mob	1	2019	SD
Olley Creek	Donna-n-Carmen	1	2012	CH
Olley Creek	Riverstone Montessori School	1	2018	CH, CL
Olley Creek	Osborne High School	1	2017	CH, CL
Olley Creek	UL	1	2019	CL
Olley Creek	Stewardship Mob	1	2012	CL
Poplar Creek	Anne Ledbetter	1	2012	CH, BAC
Poplar Creek	Anthony Ray	1	2019	CH, BAC, CL
Poplar Creek	Keep Smyrna Beautiful	1	2012	CH
Powder Springs	Stewardship Mob	1	2019	SD
Rottenwood Creek	Rivers Alive	1	2014	CL
Rottenwood Creek	Sierra Club Centennial Group	3	2004	CH, MAC, BAC, CL
Rottenwood Creek	Lauren's Thalweg	1	2019	CL
Rottenwood Creek	Rosco Peters	4	2017	CH, BAC, MAC, CL
Sewell Mill Creek	Pope High School	2	2013	CH, CL
Sewell Mill Creek	Bushart	1	2012	CH
Sewell Mill Creek	Stewardship Mob	1	2018	PP
Sewell Mill Creek	Heather Glazebrook	1	2019	CH
Sope Creek	Lucy Damon	1	2019	CH, BAC
Sope Creek	Gault Scouts	1	2019	SD
Sope Creek	Sedalia Park Elementary School	1	2012	CH, BAC, CL
Trib of Chattahoochee	Orchard Run Trackers	1	2018	CH, CL, SD
Trib of Chattahoochee	Crooked Branch	1	2011	CH, BAC
Trib of Chattahoochee	ERM Atlanta	1	2015	CH, VS, CL

Stewardship Projects - Chattahoochee continued

Willeo Creek	AJ Hampton	1	2019	CH
Willeo Creek	Garrison Mill Target	1	2019	CH
Willeo Creek	Willeo Watershed Alliance of Loch Highland	1	2001	CH, BAC
Willeo Creek	Tritt River Kids	1	2004	CH, CL
Willeo Creek	Bishop Lake	6	2008	CH, BAC
Willeo Creek	Chase	1	2019	SD
Willeo Creek	Village North Highlands Subdivision	1	2012	CH, BAC
Willeo Creek	Grams Collins Gals	1	2019	CH, CL

Stewardship Projects - Etowah

WATERSHED	GROUP	# SITES	YEAR INITIATED	ACTIVITY TYPE
Allatoona Creek	Kahle	5	2010	CH, BAC, CL, PP
Allatoona Creek	Richard's Creek	1	2014	CH, CL
Allatoona Lake	Beving on Allatoona	2	2018	CH, BAC
Allatoona Creek	John Keiler	1	2015	CH
Allatoona Creek	Kayak Kats	2	2018	CH, BAC
Allatoona Creek	Stewardship Mob	1	2014	SD
Allatoona Creek	Dominion Christian School	1	2017	CH, MAC
Butler Creek	Butler Creek Kennesaw	1	2009	CH, BAC, VS, CL
Butler Creek	Seigla Family	1	2015	CH
Butler Creek	Kahle	1	2020	CH, BAC, PP
Butler Creek	Target Streamers	1	2019	CH
Lake Acworth	George Aycock	2	2014	CH
Lake Acworth	Ford Elementary School	1	2014	CL
Lake Acworth	Cobb Progressives Earth First	1	2017	CH, BAC, CL
Noonday Creek	ASUS, Inc.	1	2019	SD
Noonday Creek	Angie's NE Cobb Streams	2	2018	CH
Noonday Creek	DAR	2	2016	SD
Noonday Creek	Stewardship Mob/Stream Habitat Demo Project	2	2017	BEA
Noonday Creek	Garden School of Marietta	1	2018	CH
Noonday Creek	Cobb Progressives Earth First	1	2017	CH, BAC, CL
Proctor Creek	Stewardship Mob	1	2015	CL
Proctor Creek	Cobb Progressives Earth First	1	2017	CH, BAC, CL
Rubes Creek	Keheley Elementary	1	2017	CH
Rubes Creek	McCleskey Middle School	1	2006	CL
Rubes Creek	Connie Ghosh	1	2006	CH, MAC, BAC, CL
Rubes Creek	David Zandstra	1	2008	CH, BAC
Rubes Creek	Lassiter High School	1	2010	CH, BAC
Rubes Creek	Stewardship Mob	1	2012	PP

Activity Type Key

AM Amphibian Monitoring
 BAC Adopt-A-Stream Bacteria Monitoring
 BEA Beautification Project

CH Adopt-A-Stream Chemical Monitoring
 CL Cleanup
 MAC Adopt-A-Stream Macroinvertebrate Monitoring
 PP Privet Pull & Other Invasives Removal

PSA Video Contest
 SD Storm Drain Marking
 VS Adopt-A-Stream Visual Monitoring

COMMUNITY PROGRAMS & ACCOMPLISHMENTS

CCWS develops and teaches free ecological education programs for community members throughout the year, offering lifelong learning opportunities to our residents.

During the 2019-2020 reporting year, CED staff reached 11,824 residents via 88 events, providing 192 contact hours. Passive displays were also set up at several locations. We are exploring how to measure impact for these efforts to allow for inclusion in future reports.

Community Partners for Healthy Streams

1 facility certified

This voluntary program encourages local businesses to take a critical look at the practices taking place in their facility, specifically addressing potential stormwater pollution problems. Participating businesses conduct a water quality assessment, evaluate alternative measures, and commit to corrective actions to improve the stormwater management practices at the facility.

Family Programs & Summer Camps

667 participants

Staff continued to offer Creek Stomping and Fairy House Building for kids and families. Eight events were conducted during the reporting year. We also continued our Kennesaw Mountain Battlefield National Park summer/spring camp partnership with 548 participants attending 8 days of programming. CED staff had scheduled Amphibian Walks and Fairy House Workshops for spring 2020 but all seven events were canceled due to COVID-19.

Fats, Oil and Grease (FOG) Education

2,000+ households

CED continues to promote FOG education as a content area during our Water 101 program. We also conducted a holiday campaign about FOG, reaching community members via Cobb County's *CobbLine* newsletter and on social media. CCWS also continues to distribute our FOG fact sheet through the storm drain marking program.

Household Hazardous Waste (HHW) Reduction, Community Recycling and Medication Disposal

HHW from 2,022 households
Recycling from 560 households*
Medication from 309 households*

Several efforts are implemented to educate Cobb County residents on hazards in the home including disposal events. Organized in partnership with Keep Cobb Beautiful (KCB), over two thousand households participated in Cobb County's HHW Amnesty Day on July 27, 2019. KCB facilitated one pharmaceutical disposal event, held on October 26, 2019. Education focused on the importance of removing expired and unused medications from the home and the problems associated with flushing these products into the sewer system. KCB also hosted a Community Recycling Event where residents were provided an opportunity to recycle textiles, scrap metal, polystyrene, and electronics (for a fee), and participate in document shredding. Collection totals include approximately 1,224 pounds of textile, 63,340 pounds of appliances, scrap metals, and electronics, 1,500 cubic feet of polystyrene, and 16,000 pounds of shredded paper. *Data not included in our participant totals.



Invited Speaker Presentations and Tabling Events

4,225 participants

In addition to facilitating public programs, CED staff accept invitations to speak to community clubs on various topics. This year we fulfilled requests for talks on water conservation and quality, gardening, butterflies, and frogs from local nature/garden clubs and civic organizations. Also, we set up displays and spoke to community members at events at several locations including local parks and public lands, Cobb's Safety Village, Chattahoochee Nature Center, and the North Georgia State Fair.

Library Programs

178 participants

During June and July of 2019, the CED partnered with Cobb County's Library System for their summer reading program. The theme was "A Universe of Stories." Staff presented our Blue Planet program using the Incredible Journey water cycle activity at 5 local libraries.

National Park Service Partnership

11 tires

As in previous years, we offer the Chattahoochee National Recreation Area (CRNRA) tire disposal services for all tires removed from the river and contributing tributaries within the Cobb County jurisdiction. National Park Service delivers the tires to our waste transfer station and Cobb County Water System pays the disposal fees for the transaction. In addition, we continue to partner on youth/school programming at both CRNRA and Kennesaw Mountain National Battlefield Park. Engagement numbers for those programs are recorded separately.

Pet Waste Education Initiatives

581 participants

CED staff set up pet waste pollution prevention tabling events at the CRNRA, Woof-Stock, and monthly pet vaccination clinics to implement our *Pick It Up Pals Pledge Program*, increasing pet owner awareness of the pollution problems associated with pet waste. We also continue to support volunteer *E. coli* testing, distribute pet waste education materials (approx. 2,000 brochures) during storm drain marking projects, and explicitly discuss proper pet owner stewardship during our *What Is A Watershed?* school outreach programs.

Professional Presentations and Partnerships

220 participants

CED staff routinely provide expertise and support at conferences, professional development meetings, and seminars. In the 2019-2020 reporting year, we presented at several events including the Metro North Georgia Water Planning District Education TCC, Environmental Education Alliance of Georgia Annual Conference, and NPDES Trainings with AGC Georgia. Classroom teacher-focused event numbers are noted on page 12, under professional development for educators.

Rain Barrel Make & Takes

63 participants

Urban runoff causes bank erosion, siltation, and water quality impairment. It is one of the hardest sources of stream pollution to control. In this free workshop, participants build their own rain water harvesting barrel (donated by Coca-Cola Bottling) using power tools and provided supplies. The collected water can be used to irrigate ornamental plants, shrubs, and trees while preventing non-point source pollution and saving potable water.



Senior Programs

77 participants

CED continues to develop programs for local seniors at both private as well as county facilities. The sessions are focused on water and nature and have included topics on backyard habitats, pollinators, birds, composting, and gardening. Stewardship components are embedded in the content. Depending on the audience and weather, some session content is facilitated outdoors.

Septic Tank Education

100 participants

In conjunction with MNGWPD's septic-focused campaign during Pollution Prevention/Septic Smart Week, the third week of September, WSP included EPA's septic system education materials in our social media postings. We also included septic maintenance content in our Water 101 workshop presented as a community lunch and learn, at several senior centers, and in a high school career education course.

Toilet Rebate Program

1,074 residential Toilets Replaced
\$107,400 Residential Rebates Awarded

One of the biggest water users in the home is the toilet. Up to 30% of the water used indoors may be flushed down the drain every day. CCWS has a toilet rebate program for single-family and commercial properties in Cobb County built in 1992 or earlier. Single-family residential customers receive a \$100.00 rebate applied as a credit on the water bill. The rebate is limited to no more than 3 toilets per property. Accounts billed commercial water rates are eligible to receive a \$50.00 per toilet rebate up to 100 rebates per property. The rebate will be applied as a credit on the property's water bill. The commercial property can only apply for the rebate once and the credit will not exceed \$5,000.00.

T-shirt Design Contest with Kennesaw State University

38 participants

Since 2002, CCWS has partnered with local graphic design professors to incorporate a real-world project for students into their course curriculum. Our staff and volunteers become clients of the class with the students creating designs to be voted on for production on our annual volunteer t-shirt. This opportunity has developed into a portfolio assignment that senior-level students incorporate into their final semester, with a client meeting and a culminating critique where each design is presented for comment and the selection of finalist designs. The inspirational quote selected to be incorporated into the design this year was "Nature is not a place to visit. It is home." by Gary Snyder. 17 designs were submitted for consideration at our design critique in March. The winning design was created by Beverly Sheng, who received a \$200 gift card for her submission.



Video Productions

862 views

The CED team continues to produce educational videos including publishing a new *Imagine A Day Without Water*, wastewater edition on 10/23/19, and filming a new episode of *Eco-Logical: Tips to Reduce Your Footprint* focused on illicit discharges. In addition, we started a new series called *Water Jobs* and completed two short profiles to supplement career day and recruitment efforts. During the COVID-19 crisis, we also produced weekly family activity videos and a Spanish *Your Toilet is Not a Trash Can* video. All are available to view on YouTube.

Water Reclamation Facility Tours

5 participants

Participants receive a first-hand experience learning about the wastewater treatment process at one of our Water Reclamation Facilities. Tour participants learn about the wastewater treatment process from the moment raw wastewater enters the facility to when it eventually exits to a nearby water source.

waterSmart Event Receptions (Calendar & Coloring Book)

122 participants

Each waterSense Art contest culminated in a celebratory reception honoring the winners and revealing the winning artwork. For our Middle School calendar contest, all entries were displayed at The Art Station-Big Shanty. The 12 winning artists, their families, and their art teachers were all invited to a reception in their honor at the Art Station-Big Shanty. Our Elementary School coloring book winners were treated to an autograph party with their family and art teachers. During the event winning artists autographed their page in the coloring book, and were sworn in as Water Conservation officers! Unfortunately, our high school photography contest winners were unable to be celebrated due to COVID-19.

Wildlife & Rain Garden Demo Site/Water Quality Lab Programming/Tours

15 participants*

While the demonstration gardens at Cobb's Water Quality Lab are always open for visitors, we do organize and facilitate guided tours and programs with age appropriate content developed for PreK-Senior adult audiences. The garden is also utilized by the Cobb County Extension Services for their community and professional training workshops throughout the year. *Only participant numbers for CCWS-facilitated events are reflected in our totals.

UPDATE ON RESOURCE DEVELOPMENT

Community Newsletter: *Water Matters*

Four issues of the quarterly newsletter, *Water Matters*, were published this year. Approximately 1,700 paper and more than 11,800 electronic issues were distributed to our local contacts. In addition, this spring we launched a subscription option on the County website, www.cobbcounty.org. This option required extensive initial effort to implement as the CCWS and the County e-newsletters are housed on different platforms. Once established, CED staff will be publishing two e-versions to accommodate County subscribers.

Internal Communication & Education Efforts

Several new efforts were started this year under the new CED including implementing new hire orientations to provide CCWS staff with a simplified version of our Water 101 training, publishing a monthly Operations Update with info from each division, and helping implement a new professional network for CCWS's administrative specialist staff. We continue to publish the quarterly staff newsletter, *The Pipeline*. We also implemented a weekly social media post called *Water Professional Wednesdays*, recognizing the efforts of employees. During the COVID-19 crisis, we switched to a *Here For You* campaign showcasing our essential workers. We are in the process of transitioning our *Employee Relations Committee* from a morale-focus to integrating a change champions intention into that team and continue supporting milestone anniversaries, award recognitions, and certifications for staff.

Monthly Education Campaign

To better communicate focused messaging to our customers and Cobb County residents, the CED team re-visioned prior special campaign efforts, transitioning to a comprehensive four-method routine. Our new approach utilizes lobby displays with aligned giveaways, social media banners, website highlights, and CobbLine e-newsletter features. 500 giveaway items are budgeted each month for distribution via the CCWS lobby.

2019-2020 themes:

June	Dog Days	December	Naughty List
July	Smart Irrigation	January	Commit to Good Habitats
August	You're the Solution	February	Love Your Pipes
September	Be Septic Smart	March	Fix A Leak
October	Imagine A Day Without Water	April	Shower Better
November	Stop the FOG	May	Sprinkler Spruce Up



Social Media

The CED manages all social media efforts for CCWS, actively engaging across several platforms including: Face Book, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Eventbrite, and Blogger. We are in the process of transitioning out Wildlife & Rain Garden blog from Blogger to WordPress. We are also exploring how to effectively utilize Nextdoor Neighbor in coordination with Cobb County Communications to more effectively update customers with targeted water outage notifications. Posts are strategically planned and integrated into staff routine with specific daily content developed in advance. In addition, we are now tracking platform engagement quarterly and establishing "follower" goals with the expectation of expanding our reach.

Watershed Profiles and Signage

The watershed profile project, creating narratives that provide history, statistics, and points of interest for the major watersheds in Cobb County, has developed into a GIS Story Mapping effort. We continue to develop content to enable the creation of individual fact sheets in the future. Our signage program, in cooperation with Cobb County DOT, installs watershed and stream name signage at Adopt-A-Stream locations across the county, remains a priority. Volunteer groups are recognized on blades at each monitoring location.

Websites: www.cobbstreams.org & www.cobbwater.org

The cobbstreams.org website serves as the clearinghouse for all CED activities, providing education and promotional information to the community. Cobbstreams.org averages approximately 3,000 hits per month. The CED is also responsible for managing the main Water System website, cobbwater.org, with information about the utility, local ordinances, bill pay, and other customer services. Cobbwater.org averages 210,000 hits per month. Both sites underwent extensive revision this year, with top level navigation reorganized and new content developed to improve function. Added components include employee recognition, local climate updates, and the monthly education campaign. *Cobb Water In Action* showcases employees at work with both a narrative and an image album. *Cobb's Climate Update* includes drought status, rainfall, and surface water levels. All three elements ensure that the content on the home pages for both sites is fresh and engaging.

SCHOOL PROGRAMS & ACCOMPLISHMENTS

Program staff visited local schools routinely, offering free water-related education programs to K-12 students in Cobb County, Marietta City, and private schools. In the 2019-2020 school year, our programs directly reached 18,146 students at 101 schools, serving 697 classrooms, and providing 474 instructional hours. We estimate the cost of this service at \$24,952.

Summary of Public School Engagement

	Elementary Schools			Middle Schools			High Schools			Total		
	# Served	Total #	% Served	# Served	Total #	% Served	# Served	Total #	% Served	# Served	Total #	% Served
Cobb County School District	59	68	87	21	25	84	14	16	88	94	109	86
City of Marietta School District	6	8	75	1	2	50	0	1	0	7	11	64
Total Schools	65	76	86	22	27	81	14	17	82	101	120	84

Adopt-A-Stream Bacteria Monitoring Lab

108 participants

This program explores different diseases present in the U.S. and in other countries and their impact on environmental health. Students will have the opportunity to practice laboratory procedures by monitoring their local environment for *E. coli* and determining what levels exceed a healthy baseline.

Adopt-A-Stream Macroinvertebrate Lab

134 participants

Macroinvertebrates (stream bugs) are excellent indicators of water quality. Learn to identify and categorize aquatic insects by pollution tolerance levels to determine stream health. Introduce your students to these fascinating water bugs before taking a water monitoring field trip to a local pond or stream. Data collected from monitoring groups will be entered into the Georgia Adopt-A-Stream statewide database.

Adopt-A-Stream Overview

38 participants

Students learn about stream monitoring including the basics of a visual stream survey, water testing (temperature, conductivity, pH, dissolved oxygen), bacteria monitoring, and look at common macroinvertebrates found in local streams. The program includes equipment demonstrations. This program can be extended to include Georgia's AAS certification process.

Adopt-A-Stream Water Chemistry Study

417 participants

Learn to collect water samples and perform water quality experiments including dissolved oxygen, pH, temperature, and conductivity. This hands-on chemistry activity incorporates the scientific method. Data collected from monitoring groups will be entered into the Georgia Adopt-A-Stream statewide database.

Brooke & Branch Puppet Show

5,269 participants

Brooke is a little girl who goes on a big adventure! Join her as she learns about water quality and biodiversity from the friends she meets along the way. This program emphasizes ecological concepts and vocabulary in a fun and engaging way while demonstrating how we can help the environment.

Career Days & Science Fairs

797 participants

Students learn about the field of environmental education and how Cobb County Water System works with the community. Students observe wildlife specimens, ask questions, and have the opportunity to share their personal experiences about local waterways, providing an opportunity to link positive behavior to water quality.

Children's Water Festival

0 participants

Scheduled for May 5th, students from across metro Atlanta were invited to attend this annual event organized in partnership with other local governments, Metro N. GA Water Planning District (MNGWPD), Georgia Association of Water Professionals, and the National Park Service (NPS) at the Chattahoochee River National Recreation Area. Several hands-on water education sessions including topics on local wildlife and conservation, watersheds and pollution prevention, water source and distribution, FOG, and utility trucks with equipment demonstrations were planned for participants. Unfortunately due to school closures for the COVID-19 Crisis, this event was canceled for 2020.

Ecoregions of Georgia

336 participants

Georgia ranks sixth in the nation for overall species diversity, particularly due to our five distinctive ecoregions! Learn the characteristics and natural history facts about each ecoregion by exploring how geographical topography contributes to biological diversity.

Ecosystems & Adaptations

1,623 participants

Explore ecosystems by looking at living and nonliving factors affecting interdependency, determine plant and animal adaptations and limitations, follow energy as it moves through food chains and food webs, and conclude how human impacts on the watershed can make a difference. In this 60 minute program, we look at skulls to determine the -vore type of certain animals, look at slides of various ecosystems and adaptations, investigate the decomposer box, and apply knowledge with a live corn snake!

Erosion & The Hydrologic Cycle

782 participants

Erosion and Weathering - what's the difference? Students visit lab stations to study the causes and effects of erosion, weathering, and sediment deposition while discovering how these forces change the landscape and aquatic habitats. Using a wetland model, students decide how to mitigate the consequences of human impacts and how natural systems are beneficial to the hydrologic cycle.

Every Kid Outdoors

412 participants

With funding from The National Parks Foundation and in partnership with Chattahoochee River National Recreation Area (CRNRA) and Chattahoochee Parks Conservancy, six Title-One schools from Cobb County participated in water quality and stewardship education. Students received multiple lessons (wildlife, decomposers, food web, pond study, water safety and paddling rafts on Sibley Pond, and nature journaling) at the Sope Creek Unit. The grant covered the transportation costs to bus students to the park for a day of lessons. Funding is secured for the 19-20 school year and anticipate serving another 400+ students.

Filtration Station

1,827 participants

Students explore water treatment by using the engineering design process to experiment with different materials and create their own water filters. Students will gain a better understanding of the resources that go into treating our water and the importance of conserving.

Green Schools

38 schools, 628 classrooms

Cobb's Green School Initiative continues to draw interest and provide encouragement for teachers to integrate environmental education activities into their classrooms. Those that participate, complete, and log five EE activities are recognized as Green Classrooms. When five teachers in a school participate, the school is recognized as a Green School. In 2019-2020, 22 schools achieved Gold Status (15 or more Green Classrooms) and the teachers logged over 16,160 EE hours.



Homeschool Science Series

61 participants*

CED continues offering programming for local homeschool students. Free to participants, students learn about local ecosystems and wildlife. Two sessions were facilitated this year. Additional programs were planned but due to COVID-19, the sessions in spring 2020 were canceled. *This data is reflected in family programs on page 8, not school outreach calculations.

Investigating Urban Streams and Ponds

416 participants

Join us at a stream, pond, or wetland to conduct a study about water quality and habitat. Activities may include water quality testing, sampling for aquatic insects, and investigating the physical characteristics of the waterway. The group is responsible for its own transportation to the site. This program can be done at a schoolyard stream or pond, or at a local park.

Model Water Tower Competition (MWTC)

1,184 participants

This annual middle school competition is an interdisciplinary undertaking requiring students to design and build functioning towers. The competition is designed to provide information to youth about water resource engineering, infrastructure, water treatment, and water conservation. 25 student finalists from 6 schools competed on November 14, 2019, at the Cobb County MWTC hosted at East Cobb Middle School.

Non-point Source Pollution & Stewardship

265 participants

Offered in preparation for a stewardship activity, students participate in a discussion about non-point source pollution typical of local neighborhoods. They are provided training on the purpose of and how to safely engage in stewardship practices such as picking up and educating about pet waste, storm drain marking, rain water harvesting, and waterway cleanups.

Professional Development for Educators

66 participants*

Staff continues to facilitate educational opportunities for teachers including helping organize and present at the Annual Outdoor Learning Symposium on October 26, 2019, Project WET Teacher Workshop, Life Is A River Teacher Training, Adopt-A-Stream Teacher Training, Model Water Tower Teacher Training. *This data is reflected in Professional Presentations and Partnerships on page 9, not school outreach calculations.

Resource Library & Support Services

33 participating schools

CED loans educational resources to teachers for use in their classroom, including water testing kits, nets, curriculum activities, preserved insect specimens, the Our Shared Forest Science Night Kit, and Enviroscope tabletop models. In addition, staff assist with special events including judging science fairs and sitting on certification panels.

River to River

734 participants

Where does our drinking water come from? What happens to our water after we use it? Explore how drinking water and wastewater treatment facilities function.

Snakes of Georgia & Their Adaptations

1,397 participants

Some people fear them, some are attracted to them, but almost nobody is indifferent toward snakes. How have snakes adapted to survive in their environment? Which species in Georgia are venomous and how can you tell? Most importantly, how do they benefit our ecosystem? This lab includes the use of live specimens.





Tappy Turtle Backpack

8 participating schools

Classrooms are loaned a variety of grade-appropriate lessons including Water Cycle Puppets, Animal Life Cycles, and other environmentally focused lessons. All lessons include detailed instructions and supplies for teacher-led activities and are kept by the classroom for one month.

Traveling Treasure Trunk

7 participating schools

A collection of water and nature resources including books, field guides, games, music, and videos. The trunk is loaned to K-5 classrooms for three-week periods.

Wastewater Treatment Plant Tours

155 participants

What happens after the flush? Find out where our water goes by visiting one of Cobb's four wastewater plants. Students experience visually how a wastewater treatment plant works and how cleansed wastewater is recycled back into our rivers and streams.

waterSmart Photography Contest

29 participants

High school students were invited this year to participate in the first annual waterSmart photography contest. This photography contest was designed for Cobb County high school students, who not only have a passion for photography, but also a passion for our environment. Students entered photographs in six categories, with the twelve winning entries created into note cards.

waterSmart Tappy Turtle & Allatoona Ally Artist Challenge

262 participants

Fourth and fifth grade students were invited to draw Tappy Turtle, Cobb Water System's water conservation mascot, and Allatoona Ally, Lake Allatoona's ambassador, demonstrating water conservation tips. Winning designs were compiled into a coloring book that is distributed throughout the county.

waterSmart waterArt Calendar Contest

174 participants

Cobb County middle school students merge their artistic talents with their passion for water conservation in this visual arts contest. Students' creativity is encouraged while emphasizing "The value of water." 12 winning entries are created into a calendar each year.

Water/Wastewater 101: What You Need To Know About Your Water System

71 participants

Allatoona Lake and the Chattahoochee River is the source of drinking water for Cobb residents. CCWS delivers it and treats the wastewater. Learn about the distribution and collection processes, our in-home water systems, water careers, and ways we can protect water quality before and after we use it.

What Do You Know About Where You Live?

322 participants

What is a community? Students develop a working definition of a community and identify essential elements/characteristics of the community they live in. What biotic and abiotic factors are found in your community? Explore your campus to see what other organisms share their community.

What is a Watershed?

1,394 participants

We all live in a watershed - upstream and downstream. During this interactive session, students use a watershed model to demonstrate the impacts of pollution on streams and lakes while learning about local water quality issues. This hands-on program reveals how everyday activities affect our drinking water and wildlife while encouraging discussion about watershed protection and pollution prevention.

COMMUNITY CONNECTIONS

As active practitioners in Georgia's environmental education community, CCWS CED partners with many organizations and our staff members serve on numerous boards and committees. These activities enrich local program offerings and ensure Cobb County remains engaged with other water and environmental professionals.

Boards, Committees, Leadership Roles

- Alliance for Water Efficiency: Outreach & Education Committee
- Chattahoochee Parks Conservancy: Board of Directors - Education Committee Chair
- Council of Outdoor Learning: Steering Committee
- Environmental Education Alliance of Georgia: Executive Committee, Advisory Council Chair
- Georgia Adopt-A-Stream: Coordinator, Technical Advisor, Conference Planning Committee
- Georgia Assoc. of Water Professionals: Public Education Committee, H2Opportunity Chair, Diversity Committee
- Georgia No Child Left Inside Coalition: Member
- Georgia Water Wise Council: Member
- Keep Cobb Beautiful: Board of Directors
- Keep Marietta Beautiful: Board Chair
- Metro N. GA Water Planning District: Education and Water Supply & Water Conservation Technical Coordinating Committees
- Master Gardener Volunteers of Cobb County: Project Chair/Co-chair
- Monarchs Across Georgia: Steering Committee Member
- North American Association for Environmental Education: Member
- Our Shared Forest: Member
- Rivers Alive: Advisory Board, Vice Chair
- Southeast Environmental Education Alliance: Past-chair

Partnerships

- | | |
|---|---|
| • Alliance for Water Efficiency | • Georgia EPD Outreach Unit |
| • Cherokee County | • Georgia Green Industry Association |
| • City of Atlanta | • Georgia Southern University |
| • City of Smyrna | • Gwinnett County |
| • Cobb County Community Development | • Keep Cobb Beautiful |
| • Cobb County DOT | • Keep Marietta Beautiful |
| • Cobb County-Marietta Water Authority | • Keep Smyrna Beautiful |
| • Cobb County Master Gardeners | • Keep Roswell Beautiful |
| • Cobb County PARKS | • Kennesaw State University |
| • Cobb County Public Library System | • Marietta City Schools |
| • Cobb County Public Safety | • Marietta Water |
| • Cobb County School System | • Metro North Georgia Water Planning District |
| • Cobb County Senior Services | • National Park Service |
| • Cobb EMC | • Vickery Hardware |
| • Coca-Cola Bottling Company | • RBC (Royal Bank of Canada) |
| • DeKalb County | • Sierra Club Cobb Centennial Group |
| • Emory University | • State Botanical Gardens of Georgia |
| • Environmental Education Alliance of Georgia | • The Irrigation Association |
| • Fulton County | • UGA Cooperative Extension |
| • Georgia Association of Water Professionals | • USEPA WaterSense |

THANK YOU...to our volunteers and supporters:

Jo Adang	Jaap DeRoode	Nathalie Jegg	Dimelina Mora	Jarrold Smith
Ina Allison	Jenna Dodson	John Jennings	Lois & Nancy Morrison	Justin Spillman
Elora Arnette	Ric Donato	Alexandra Johnson	Cecelia Nachtmann	Heidi Stephens
Cheryl Ashley-Serafine	Shelby Doyal	Karen Johnson	Tamera Neal	Kevin Stephens
Leslie Atkins	Katrina Dunn	Matt Johnson	Jessica Neely	Beth Stewart
Isabella Augard	Jeremy Eaves	Judy Jones	Steve Nestor	Adam Sukenick
George Aycock	Eric Eberly	Tiffany Jones	Travis Neumuller	Dave Thomas
Seirisse Baker	Jake Ehrie	Sylvia Jud	Frank Newton	Marjorie Thomas
Delon Barfuss	Joan Ellars	Jeremy Kahle	Kathy Nguyen	Stephen Thomas
Jenny Bartee	Jackie Encinas	Cora Keeber	Eric Olson	Pat Tibbitts
Julie Barwig	Katey Evans	John Keiler	Michael O'Shield	Rachel Toole
Rick Bauer	Norman Fagge	Monica Kilpatrick	Janice Overbeck	Phoebe Torres
Judy Beard	Erin Feichtner	Holly Kirkpatrick	Luke Owen	Mandy Tran
Stacey Berahzer	Brinny Flores	Ann Kirk	Tamatha Papadeas	Shannon Troccoli
Morica Bellotto	Aida Ford	Julie Knight	Sabrina Pemberton-Piper	Elizabeth Umanah
Sally Bethea	Cynthia Foster	Emily Krajewski	Pic Petelle	Jason Van Dyke
Linda & Steve Beving	Pathenia Freeman	Travis Kriplean	Rosco Peters	Timmy Vaughn
Becky & Jerry Blades	Pam Gault	Laura Kwiatkowski	Frenando Pharr	Virma Velez
Bill Blythe	Sylvia Gerbovaz	Jennifer Lana	Tim Phillips	Henning Von Schmeling
Joe Boland	Connie Ghosh	Laura LaQuaglia	Hugo Plaza	Allie Walker
Jacob Boling	Alicia Giddens	Donna Leavell	Brad Plumley	Lynn Walston
Angie Bolton	Amy Gilbert	Jesse LeBoeuf	Cornelius Pope	Amy Warnock
Roger Boss	Paul Giles	Anne Ledbetter	Tim Pugh	Morning Washburn
Robert Bourne	Frank Gipson	Eric Lee	John Purcell	Lyn Watts
Mike Boyce	Marlan Goines-Ballard	Dana LeFever	Natalie Quick	Debra Whatley
David Breaden	Diego Gomez	Daniela Leon	Ieva Ragaine	Bill White
David Bridges	Lisa Gonzelez	AikWah Leow	Anthony Ray	Jack White
Sally Brooking	Justin Graham	Janet Liberman	Mark Ray	Kimberly White
Kodi Brown	Guy Gray	Kathleen Lemley	Eddie Rhoades	Meagan Whitehead
Paige Bushart	Angela Grieg	Renae Lemon	Eddie Richards	Amy Whitney
Erin Cagle	Amy Griffin	Simon and Patti Locke	Marvin Richards	Britini Whittaker
Sharon Camp	Amy Gutierrez	Bill Lovelace	Jacob Riddling	Gary Williams
JJ Campbell	Kristina Ha	Mark Mandica	Mandy Robertson	Kelley Williams
Triston Carlisle	Stacey Haire	Kristen Marcal	Shannnon Robertson	Michael Williams
Richard and Nancy Cole	Terrilyn Hannah	Lakil Mason	Quinn Robins	Trimanda Williams
Will Commins	Susan Hansen	Linda May	Teresa Roby	Bernard Wilson
Lori Conti	Harold Harbert	Ray McClellan	Nestor Rodriguez	Mary Winder
Ryan Coover	Don Hearing	Jason McCoy	Mike Roper	Bill Witherspoon
Annie Couch	Peyton Herter	Steve McCullers	Beka Rund	Jeff Wix
Cheri Craft	Bill Higgins	Jennifer Mercure	Daryl Sawyer	Byron Wood
Bailey Crapps	Jerry & Penny Hightower	Susan Meyers	Lauren Schramm	Karan Wood
Stacy Cromer	Kevin Hill	Angela Mbagwu	Pradip Shah	Jackie Yang
Vicki Culbreth	Jeff Hite	Bramlett Micklow	Rachel Sheldon	Chuck Youmans
Lucy Damon	Phillip Hodges	Viktoria Mihan	Steve Shelton	David Zandstra
Tiffany Davidson	Kim Holland	Courtney Milks	Beverley Sheng	Wayne Zhang
Dalton Davis	Prston Holladay	Jackie Miller	Jackie Sherry	
Elizabeth Davis	Judy Huguenard	Mike Miskel	Tammy Shiflett	
Gretchen Davis	John Huth	Charlie Monroe	Annette Simpson	
Kelley Davis	Kristine Hwang-Kim	Heather Moody	Sarah Skinner	
Katy Dennis	Patty Ingalsbee	Cara Mooty	Dawn Smith	

**... And to anyone
we inadvertently
forgot!**

HISTORY

2020

- CCWS awarded Comprehensive Education Program of Excellence from GAWP.
- WS receives Watershed Award from EPD.
- CED recognizes: Janice Overbeck as Partner of the Year, Tiffany Davidson as Steward of the Year, George Aycock as AAS Volunteer of the Year.

2019

- WE, WS, and Communications join to form Communication & Education Division
- WE receives 2019 WaterSense® Sustained Excellence Award from EPA.
- CCWS awarded Comprehensive Education Program of Excellence from GAWP.
- WS Volunteers (Tritt Elementary) receives Rivers Alive School of the Year Award from EPD.
- WS Volunteer group (Pope High School) receives AAS School of the Year Award from EPD.
- WS recognizes: Cobb Progressives Earth First as Watershed Group of the Year, Osborne High School as School of the Year.
- WS staff receives Trainer of the Year Award from EPD.

2018

- WE receives 2018 WaterSense® Sustained Excellence Award from EPA.
- CCWS awarded Comprehensive Education Program of Excellence from GAWP.
- WS Volunteers (Tritt Elementary) receive Rivers Alive Clean-up Award.
- WS recognizes: Eddie Richards as Garden Volunteer of the Year, Rosco Peters as New Volunteer of the Year, Richard and Nancy Cole for Excellence in Data Collection.

2017

- WE receives 2017 WaterSense® Sustained Excellence Award from EPA.
- WE receives Outstanding Drought Response STREAM Award from MNGWPD.
- WE receives Cobb EMC Partner of the Year Award.
- CCWS awarded Comprehensive Education Program of Excellence from GAWP.
- WS receives Watershed Award from EPD.
- WS Volunteer (Anne Ledbetter) receives Red Flag Award.
- WS Volunteers (ERM Atlanta) receives Nymph Award.
- WS Volunteers (Ford Elementary) receive Rivers Alive Clean-up Award.
- WS recognizes: Keep Smyrna Beautiful as Group of the Year, Keheley Elementary as School of the Year, Anne Ledbetter with a Stewardship In Action Award.

2016

- WE receives WaterSense Promotional Partner of the Year from EPA.
- WE receives Water Supply & Water Conservation Program of Excellence STREAM Award from MNGWPD.
- WS staff recognized by Cobb County Board of Commissioners for Excellence in Customer Service.
- WS Volunteer (Norm Fagge) receives Excellence in Data Collection Award.
- WS Volunteers (Pope High School) receive Rivers Alive Clean-up Award.
- WS recognizes: Norm Fagge as Volunteer of the Year, GA AAS as Partner of the Year, Sedalia Park as School of the Year, Simon Locke with a Stewardship In Action Award.

2015

- WE receives WaterSense Promotional Partner of the Year from EPA.
- WS staff receives New Trainer of the Year Award from EPD.
- WS Volunteers (Fairfax Consulting Services) receives Excellence in Data Collection Award.
- WS recognizes: Fairfax Consulting Services as Monitoring Group of the Year, Chattahoochee River National Recreation Area as Partner of the Year, Daughters of the American Revolution Fielding Lewis Chapter as the Stewards of the Year.

2014

- WE receives WaterSense Promotional Partner of the Year from EPA.
- CCWS receives 2014 Best Direct Media Award for *The Thalweg* from GAWP.
- WS receives Watershed Award from EPD.
- WS staff receives New Trainer of the Year Award from EPD.
- WS receives Rivers Alive Club Award from EPD.
- WS Volunteer (Ina Allison) receives Excellence in Data Collection Award.
- WS recognizes: Ina Allison as Volunteer of the Year, Kennesaw State University School of Art and Design as Partner of the Year, Pope High as School of the Year.

2013

- WS in partnership with KCB receives a \$2000 grant for our Cigarette Litter Prevention.
- WS Volunteer (Morning Washburn) receives AAS in Action Award.
- WSP Volunteer Group (Sierra Club Centennial Group) receives Extraordinary Volunteer Watershed Effort Award.
- WSP recognizes: Simon Locke as Volunteer of the Year, David Zanstra and Ric & Sharon Donato as Monitoring Group of the Year, Lassiter High as School of the Year.

2012

- CCWS receives 2012 Innovative Initiative Program Award for *Eco-Logical...Tips to Reduce Your Footprint* from GAWP.
- WS Volunteer (Eric Lee) receives Excellence in Data Collection Award.
- WS Volunteer (Cheryl Ashley-Serafine – Nicholson Elementary School) receives Adopt-A-Stream in Action Award.
- WS recognizes: Carla Loosier as Community Organizer of the Year, Eric Lee as AAS Volunteer of the Year, Nicholson Elementary as School of the Year, Diane Powell as Rain and Wildlife Garden Volunteer of the Year.
- WS staff serves as President of EEA and receives Volunteer Service Award from EEA.

2011

- WE receives WaterSense Promotional Partner of the Year from EPA.
- WS staff is expanded to include additional part-time Program Assistants to perform the Brooke and Branch Puppet Show.
- WS receives Watershed Award from GA Environmental Protection Division (EPD).
- WS Volunteer (Connie Ghosh - McCleskey Middle School) receives Red Flag Award.
- WS recognizes: Amy Boggs as Community Organizer of the Year, Pam Subalusky AAS Volunteer of the Year, Tritt Elementary as School of the Year.
- WS staff serves as President of EEA.
- WS receives \$5000 grant from Royal Bank of Canada for the Demonstration Rain Garden.

2010

- WS receives Adopt-A-Stream in Action Award from EPD for the Brooke & Branch Puppet Show.
- WS staff receives Georgia Project WET 2009 Facilitator of the Year.
- WS recognizes: The Donnelly Family as Storm Drain Markers of the Year, Ric and Sharon Donato as Anuran Monitors of the Year, Terri Tornroos as AAS Volunteer of the Year, Walton High as School of the Year.

2009

- Historical flooding in Cobb County.
- WE receives WaterSense Promotional Partner of the Year from EPA.
- WS staff recognized by Cobb County Board of Commissioners for Excellence in Customer Service.
- WS Volunteers (Tim Phillips and Stacey Haire) receives Excellence in Data Collection Award.
- WS staff receives 2008 Monarch Across GA Service Award.
- WS recognizes: Girl Scout Troop 21 as Storm Drain Markers of the Year, Connie Ghosh as Anuran Monitor of the Year, Tim Phillips and Stacey Haire as AAS Volunteers of the Year.

2008

- WS receives Watershed Award from EPD.
- WS Volunteer (Didi Johnson) receives Outstanding Outreach and Partnership Award.
- WS staff receives Teaching Conservation Facilitator of the Year from GA Conservancy.
- WS staff recognized by Rivers Alive for Most Cleanups Attended.
- WS recognizes Didi Johnson as AAS Volunteer of the Year.

2007

- Georgia declares Level 5 Drought.
- WS & WE staffs are expanded to include part-time Program Assistants.
- WE receives Fox McCarthy Award from GAWP.
- AAS changes name to Watershed Stewardship (WS).
- AAS receives Adopt-A-Stream in Action Award, for Our Color Your Watershed Mural Grant Program from EPD.
- AAS Volunteer (Judy Cox - Dodgen Middle School) receives Outstanding Outreach Award.
- WS recognizes Judy Cox as AAS Volunteer of the Year.

2006-2001

- CCWS receives Public Education Award from GAWP (2006).
- CCWS Demonstration Rain Garden is certified as a Back Yard Wildlife Habitat, a Monarch Waystation, and a Pollinator Garden (2006).
- CCWS is designated as a WaterFirst Community (2005).
- Cobb Water Efficiency (WE) Program Coordinator is hired and program is launched (2005).
- AAS staff is expanded to two full-time employees (2005).
- AAS receives Rivers Alive: Outstanding Large Cleanup Award (2005).
- Demonstration Rain Garden is installed (2004).
- AAS receives Watershed Award from EPD (2004).
- AAS Volunteer (Greg Linton) receives Excellence in Data Collection Award (2004).
- Georgia experiences historic drought (2002).
- AAS receives Outstanding Outreach and Partnership Award from EPD (2002).
- CCWS receives Public Education Award from GAWP (2002).
- AAS Program Coordinator is hired and program is launched (2001).

Abbreviation Key

AAS - Cobb County Adopt-A-Stream
CCWS - Cobb County Water System
EEA - Environmental Education Alliance of Georgia

EPA - U.S. Environmental Protection Agency
EPD - GA Environmental Protection Division
GAWP - GA Assoc of Water Professionals

MNGWPD - Metro N. GA Water Planing District
WE - CCWS Water Efficiency Program
WS - CCWS Watershed Stewardship Program

REFLECTIONS



We encourage participation in experiential learning and community service.

We continue to facilitate community workshops, tabling events, and teacher trainings.



**Programs with our local National Parks:
Every Kid Outdoors at Sibley Pond
& Camps at Kennesaw Mountain -
teaching about local wildlife, history,
and ecology.**



**We continue to organize community
service projects and pet waste
pollution prevention programs.**

OUR TEAM

The Communications & Education Division includes staff from three units: Communications, Water Efficiency, and Watershed Stewardship.

Jennifer McCoy, Communications & Education Division Manager

Jennifer has worked for Cobb County since 2000 as an environmental educator and as an environmental compliance inspector. Her work as a naturalist at a nature center, an instructor at a science museum, and a biologist for an environmental consultant contributes over 20 years of professional experience to our program.

Education:

Master of Public Administration, Kennesaw State University, 2011

Master of Science (Ecological Teaching & Learning), Lesley University, 2007

Certificate (Geographic Information Systems), Kennesaw State University, 2000

Bachelor of Science (Biology), Kennesaw State University, 1997

Certifications: Project WET, Wild & Learning Tree Facilitator, Monarchs in the Classroom Trainer, Leopold Education Project, Adopt-A-Stream Chemical/Macroinvertebrate/Bacteria Trainer, Master Gardener

Virma Vélez, Communications & Education Division Administrative Specialist

Virma has worked at Cobb Water since 2018 and joined our team in 2020. She has years of experience working with children and youth in outdoor and classroom settings. Virma translates valuable information that goes out to our community and provides assistance to our environmental educators at events and classes, including the Model Water Tower competition.

Education:

Master of Arts (Communications - Writing), Universidad del Sagrado Corazón, 2015

Bachelor of Arts (Communications - Public Relations & Advertising), Universidad de Puerto Rico, 2011

Kristina Ha, Communications Specialist

Kristina has worked for the Water System since 2008, serving primarily as Cobb Water's Webmaster. In addition to website management, she oversees graphic design for marketing and education materials.

Education:

Bachelor of Fine Arts (Interior Design), Georgia State University, 1999

Associate of Fine Arts (Multimedia Web and Graphic Design), the Art Institute of Atlanta, 2001 (56 hours completed)

Angie Marcus, Water Efficiency Supervisor

Angie joined our team in July 2015. Her background includes work in youth counseling as well as environmental education with Virginia 4-H and Learning Tree Farms.

Education:

Master of Social Work (Family & Children), Kennesaw State University, 2014

Master of Education (Outdoor Education Administration), Georgia College & State University, 2000

Bachelor of Arts (Sociology), Lenoir-Rhyne University, 1997

Certifications: Project WET, Wild & Learning Tree Facilitator, Challenge Course Trainer, Outdoor Wildlife Leadership School, Leave No Trace Trainer

Chrissy Rubel, Water Efficiency Program Specialist (FT)

Chrissy has worked for Cobb County since 2017 as a water conservation specialist and environmental educator. She specializes in sustainability consulting and education, previously working with Kennesaw State and Georgia Tech to improve their sustainability curriculum and outreach.

Education:

Bachelor of Arts (Theatre & Performance Studies/Minor Enviro Sciences/Sustainability), Kennesaw State University (2016)

Certifications: Project WET, Wild & Learning Tree Facilitator

Aminta Liu, Water Efficiency Program Specialist (PT)

Aminta joined our team in April, 2019. After completing her undergraduate degree at Cornell University, she spent three years working as an environmental health inspector specializing in lead poisoning prevention and integrated pest management for New York City’s Department of Health & Mental Hygiene.

Education:

Bachelor of Arts (Biology & Society), Cornell University, 2015

Certifications: EPA Licensed Lead Risk Assessor

Laurelle Panchoo, Program Leader (PT)

Laurelle joined our team in July of 2019 and is coordinating the Brooke and Branch puppet show. Her background is in illustration and brand development. She has experience teaching art and social skills to children and individuals with special needs. She has also spent time teaching STEAM lessons to elementary students.

Education:

Bachelor of Fine Arts (Illustration and Design), Art Institute of Atlanta, 2011

Brandi Wright, Program Assistant (seasonal PT)

Brandi joined our team in fall of 2019 helping facilitate the Brooke and Branch puppet show. Her background includes teaching, tutoring, and customer service.

Education:

Bachelor of Arts (History), Georgia State University, 2004

Mike Kahle, Watershed Stewardship Supervisor

Mike joined our team in October 2011, initially as a part-time educator. He previously worked as program coordinator with The Nature Conservancy and as a naturalist with the Orange County Department of Education in California and Chattahoochee Nature Center.

Education:

Bachelor of Science (Geographical Sciences), University of Nevada, 2008

Certifications: Project WET, Wild & Project Learning Tree Facilitator, Monarchs In the Classroom Trainer, Adopt-A-Stream Chemical/Macroinvertebrate/Bacteria Trainer, Master Gardener, Trail Crew Leader, Certified Interpretive Guide, MS4 Compliance & Enforcement Certified Inspector

Shaundon Moore, Watershed Stewardship Program Specialist (FT)

Shaundon joined the Watershed Stewardship program in June 2019, soon after receiving his graduate degree in Conservation Biology. His specialties lie in environmental conservation and outreach, previously serving in positions with Georgia Aquarium, Zoo Atlanta, and Hancock Biological Station in Kentucky.

Education:

Master of Science (Conservation Biology), Central Michigan University, 2018

Bachelor of Science (Biology), Valdosta State University, 2016

Certifications: Master Herpetologist, Adopt-A-Stream Chemical/Macroinvertebrate/Bacteria Trainer

Anna van Eekeren, Watershed Stewardship Summer Intern, (seasonal FT)

Anna was hired in June 2019 thru the Experiencing Cobb County Hands On (ECCHO) program.

Education: Kennesaw Mountain High School

Cobb County Water System
Communications & Education
662 South Cobb Drive
Marietta, Georgia 30060

This is an official publication of the Cobb County Water System, an agency of the Cobb County Board of Commissioners.



Connecting Community to Local Ecology
www.cobbstreams.org

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Michael H. Boyce, Chairman
Keli Gambrill, District One
Bob Ott, District Two
JoAnn Birrell, District Three
Lisa Cupid, District Four
Dr. Jackie McMorris, County Manager

June 2020