

Euclid Creek Watershed Council
Public Involvement Public Education (PIPE) Program Committee
2021 Event Series – (Approved via email vote after March 22, 2021 meeting)

04/13/2021 Work Plan Summary

6 involvement events or activities and 6 educational programs have been held in 2021 for the Euclid Creek Watershed Committee Communities. Virtual programming on Green Yards Healthy Homes, Backyard Stream Maintenance, Tree Care, Rain Barrels, Rain Gardens, and water quality monitoring is available on demand for promotion to residents. Simulated live presentations can be catered to individual communities for promotion and viewing at a specific time and date.

The planned in person Master Rain Gardener program was moved online. Classes start the week of April 26th and there are still openings, please advertise to your local garden clubs. A live “Let the Flare See the Air” presentation will be given on Go To Webinar April 21st, please advertise to residents and landscapers to learn about proper mulching techniques.

The approved workplan and event series with updates is provided below.

Blue Text: Events that occurred since last PIPE update report

Black Text: Events Past/Planned

Red Text: Events Upcoming/Updates/Action Needed

Education Theme for 2020-2024: Lake Erie Starts Here - Everyone lives in a watershed, and in Cuyahoga County everyone lives in the Lake Erie watershed. Because of this watershed connection, our activities at home, at school, at work, and throughout the community directly impact not only Lake Erie, but also our local waterways. Outreach and involvement activities will identify this connection and provide recommendations and opportunities to make a positive watershed impact to various target audiences.

Focus Area: Waste – There Is No Away

Waste materials that are improperly managed or disposed of negatively impact water quality and aquatic ecosystems.

MESSAGES for 2020-2024:

Message 1 (Winter): Sensible Salting

Road salt directly impacts aquatic life when it runs off into local streams. By adopting alternative deicing techniques and sensible salting strategies, the amount of road salt reaching local waterways will be reduced.

Message 2 (Spring): Backyard Conservation

Small changes in lawn care, landscaping and soil health management practices can lead to local water quality improvements. Converting lawn areas to native trees, shrubs, rain gardens, wildflowers or prairie grasses improves soil health, increases rainwater infiltration and reduces pollution from lawn runoff. Rain Barrels improve water quality by reducing stormwater runoff and therefore the delivery of pollutants to the storm sewer system.

Message 3 (Summer): Waste – There Is No Away

Waste materials that are improperly managed or disposed of negatively impact water quality and aquatic ecosystems.

Message 4 (Fall): Trees

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Trees intercept and infiltrate rainwater before it can be converted to runoff. Properly planting and maintaining native trees reduces runoff and improves water quality.

Message 5:

We all live in a watershed and our actions on the land directly affect the quality of our water.

Possible SWCD Involvement Activities – at least 1 involvement activity in each community:

Activity 1: Stream Cleanup (In Person and Virtual Options)

Activity 2: Rain Barrel Installation & Rain Barrel Art

Activity 3: Watershed-friendly Landscaping and Sustainable Land Management

Activity 4: Tree Planting, Maintenance, Propagation, Pledges and Giveaways

Activity 5: Green Yards & Healthy Homes workshop (In Person and Virtual Options)

Activity 6: Storm Drain Stenciling & Storm Drain Art

Activity 7: Citizen Participation in Watershed Planning and Management (In Person and Virtual Options)

Activity 8: Pledges: Litter, Sensible Salting, Tree Planting and Maintenance, Adopt-a-drain/storm drain maintenance, Dog Poop, Watershed Champion (sustainable landscaping).

All Watershed Education:

- Online Master RAIN Gardener Training Class – 5-week workshops (4 in 2021)
- Watershed Champion Campaign
- Life At Waters Edge Mailers #6
- Rack Cards & Brochures: Dog Waste, Storm Drain Care, Salt Habits, Tree Care
- Targeted Mailing: Printed materials will be mailed to 10% of households in the community about proper leaf disposal.
- Native seed/plant kits/native trees will be available for sale through Cuyahoga SWCD.
- Annual Poster
- Teachers - Annual county-wide teacher workshop will be offered to school districts serving the community.
- Students – School-based presentations and an annual poster contest will be made available to school districts serving the community.
- Euclid Creek Newsletter – Summer/Fall issued annually
- Cuyahoga SWCD Newsletters – Spring, Fall & Winter Newsletters issued annually
- Website and social media on ECWP and Cuyahoga SWCD
- Monthly Broadcast mails – Currently 1,618 recipients
- Routine Social media posts – 102 posts in Quarter 1 (ECWP Programs, Cleveland Plastic Reduction Working Group updates, partner events and information) (Reach: Facebook: 968 followers, 886 likes; Twitter: 199 followers; Instagram: 217 followers)
- January Eblast (1,784 recipients)
- Water Quality Volunteer Eblast (267 recipients)
- February Volunteer outreach and recognition Eblast (1,776 recipients)
- March Eblast (1,630 recipients)

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Planned Events:

Virtual:

- *ECWP Summit: January 14th, 86 attendees – Available On Demand*
- *Litterati Love It Don't Trash It Cleanup – February 7th-28th*
- *Litterati March Cleanup Madness – March 1-31st*
- *Rain Garden 101, March 10th: 71 attendees - Available On Demand*
- *ECWP PIPE Committee Meeting: March 22nd*
- *FOEC: Using Apps to Improve your Home and the Watershed – April 27th*
- *Master Rain Gardener Spring: April 26th-June 4th*
- *Master Rain Gardener Fall: August 23rd-October 1st*
- *Litterati 2021 ECWP Cleanup – April-December 2021*
- *Let the Flare See the Air – April 21st*
- *Master Rain Gardener Winter: 43 students, 6 Euclid Creek Watershed Community attendees (Beachwood, Cleveland, Mayfield Heights)*
- *FOEC: Removing Invasives with John Barber January 20: 60 attendees – Available on Demand*
- *Volunteer Monitoring Program Virtual Meetup January 23: xx attendees*

Beachwood

Involvement / Education Event:

- *Temple Tifereth Memorial Planting for Joe Newman: TBD – **Tentative October Planting***
- *NUTS Program Beachwood High School Ecology Club – **Spring programming TBD***

Education Events:

- *TBD*

Cleveland – Euclid Creek portion

Involvement / Education Events:

- *Wildwood Spring Cleanup & Invasive Pull with Metroparks - May 15*
- ***The Big Clean – April 24th***

Education Events:

- *Waterloo Green Palette Webinar - Stormwater, Sustainability, and Soils – January 28th, 13 attendees – Available on YouTube*

Euclid

Involvement / Education Events:

- *Earth Day Stream Cleanup with Metroparks – April 24*
- *FOEC/KEB Drain Painting – May 8th*
- *Potential Rain Garden Install Pecsock Property **and/or City Hall** – TBD*
- ***The Big Clean – April 24th***
- ***Water Quality Monitoring Training – April 10, 3 attendees***

Education Events:

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- TBD

Highland Heights

Involvement / Education Events:

- *Dusty Goldenrod Easement Maintenance – TBD*
- *Highland Heights Wetland Preserve Cleanup – April 10, 2021 6 attendees*
- *NUTS Program – Gates Mills Environmental Education Center (Mayfield Schools) – 1/15*
- *NUTS Program – Gates Mills Environmental Education Center (Mayfield Schools) – additional spring programming TBD*

Education Events:

- *HHGTF Programming: Refill Goodness Zoom Presentation April 15th, 2021*
 - *July 7th, Wed: Green Book Club, book reviews*
 - *September 1, Wed, Speaker Series: “Algae Blooms & Conditions of Lake Erie”*
 - *September 26, Sun: Freecycle/E-Waste Drive*
- *WVP Monday Meetup with FOEC – October 18th (25th rain date)*

Lyndhurst

Involvement / Education Event:

- *Acacia Cleanups – 4/17 - 9 am, 5/13 - 6 pm, 6/12 - 6 pm, 7/7 - 6 pm, 8/1 - 9 am led by Cleveland Metroparks*
- *Hawken Service Day – May 21st - Tentative*

Education Events:

- TBD

Mayfield Heights

Involvement / Education Events:

- *Joe Newman City Hall Memorial Planting: TBD – Tentative Arbor Day April 23*
- *NUTS Program – Gates Mills Environmental Education Center (Mayfield Schools) – 1/15*
- *NUTS Program – Gates Mills Environmental Education Center (Mayfield Schools) – additional spring programming TBD*

Education Events:

- TBD

Mayfield Village

Involvement / Education Events:

- *Wiley Park Planting: ETEC School planting May 11th*
- *NUTS Program – Gates Mills Environmental Education Center (Mayfield Schools) – 1/15*
- *NUTS Program – Gates Mills Environmental Education Center (Mayfield Schools) – additional spring programming TBD*

Education Events:

- TBD

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Richmond Heights

Involvement / Education Event:

- *Greenwood Farm Maintenance Days – TBD*
- *Claribel Creek Tree Planting (USFS Grant): TBD*

Education Events:

- *TBD*

South Euclid

Involvement / Education Event:

- *City Sweep & Euclid Creek Clean-up - Telling Mansion – May 8th*
- *Lanphear Park Rain Garden and Tree Maintenance – TBD*
- *Sacred Grounds Native Garden or Rain Garden – Cancelled – site constraints – pavement under site precludes garden installation.*

Education Events:

- *TBD*

***Work Plan submitted to PIPE Committee at March 22 meeting for approval.
Approved by committee via email vote.***

Meeting was recorded and can be viewed at the following link:
<https://attendee.gotowebinar.com/recording/8932007366862312450>

2021 Program offerings are available in a clipped version of the recording (13 minutes):
<https://attendee.gotowebinar.com/recording/1115695753234899202>