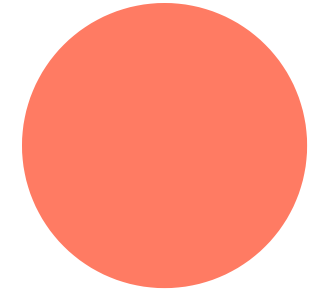


This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Sharing Our Environmental Education Team's Virtual "Renaissance"

KATIE MASUCCI
SR. ENVIRONMENTAL EDUCATION COORDINATOR
CITY OF PLANO, TEXAS





This presentation is for anyone
who implements environmental
outreach for multiple audiences.

Plano



Large, developed city
in North Texas



Big business, explosive
regional growth



Nearly 287,000 people;
73,000 single-family homes



Diverse, affluent;
renowned schools



Hello from our dream team!
Sustainability and Environmental
Education Division (SEED)



Hello from our dream team!
Sustainability and Environmental
Education Division (SEED)

10 full-time staff, 1 dedicated to water -
that's me!





Our team's mission

To educate and engage the community in sustainable practices and environmental stewardship



Our team's mission

To educate and engage the community in sustainable practices and environmental stewardship



How we (usually) achieve our mission

How we (usually) achieve our mission

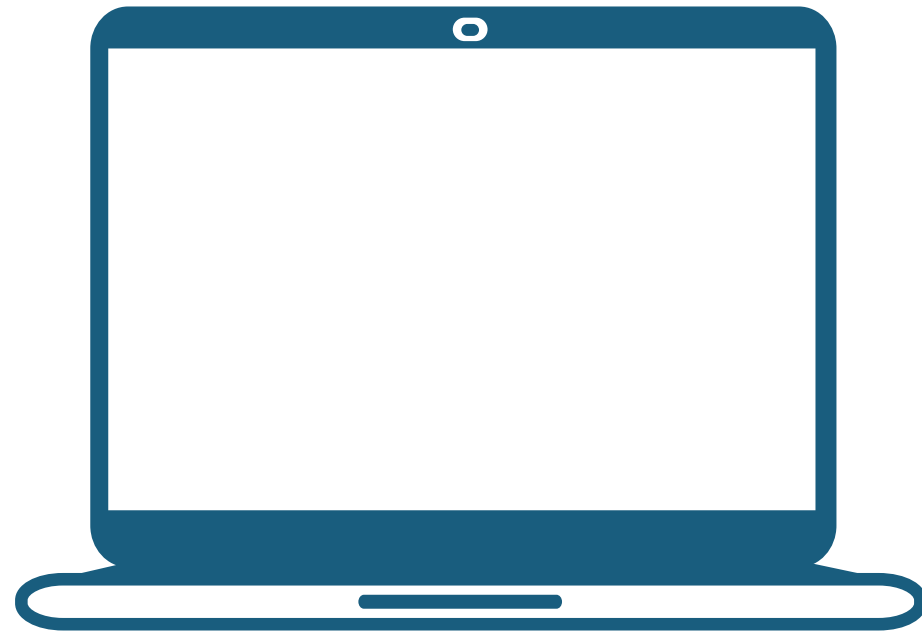


Seasonal direct
mailed print
newsletter

How we (usually) achieve our mission



Seasonal direct
mailed print
newsletter



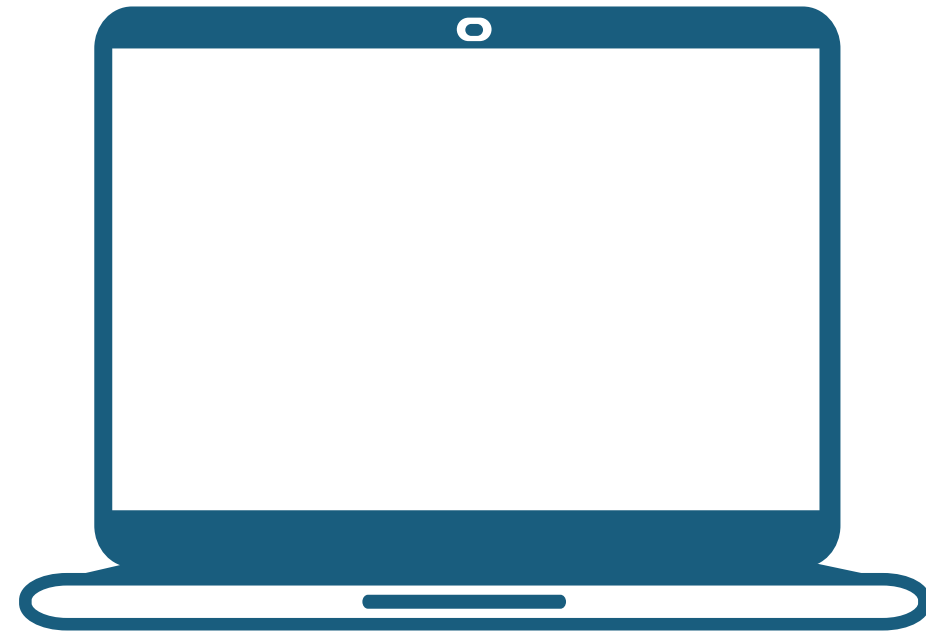
Monthly
e-newsletter

Social media and
online learning

How we (usually) achieve our mission



Seasonal direct
mailed print
newsletter



Monthly
e-newsletter

Social media and
online learning



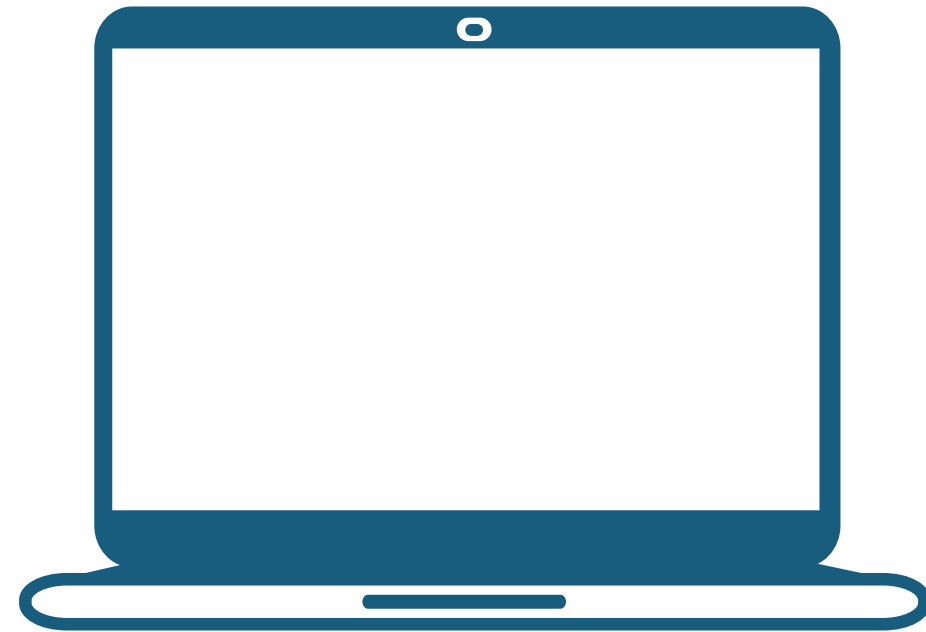
Classes and
workshops

School programs

How we (usually) achieve our mission



Seasonal direct
mailed print
newsletter



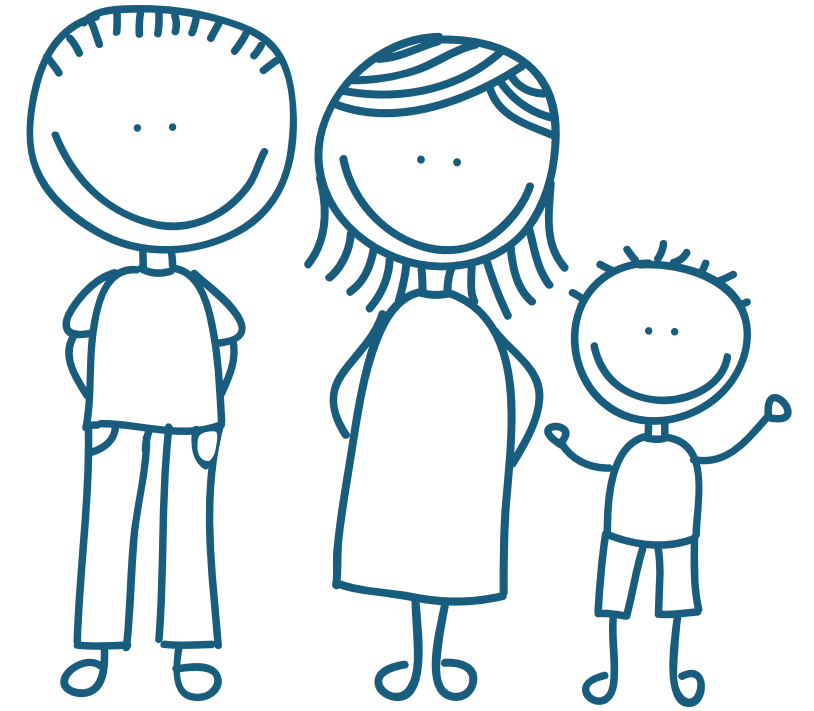
Monthly
e-newsletter

Social media and
online learning



Classes and
workshops

School programs



Educational
events for
families

What 2020 was "supposed" to look like...

A 3D rectangular box with a dark blue front face and a teal top face. The word "March" is written in white serif font on the teal top face.

March

A 3D rectangular box with a dark blue front face and a teal top face. The word "April" is written in white serif font on the teal top face.

April

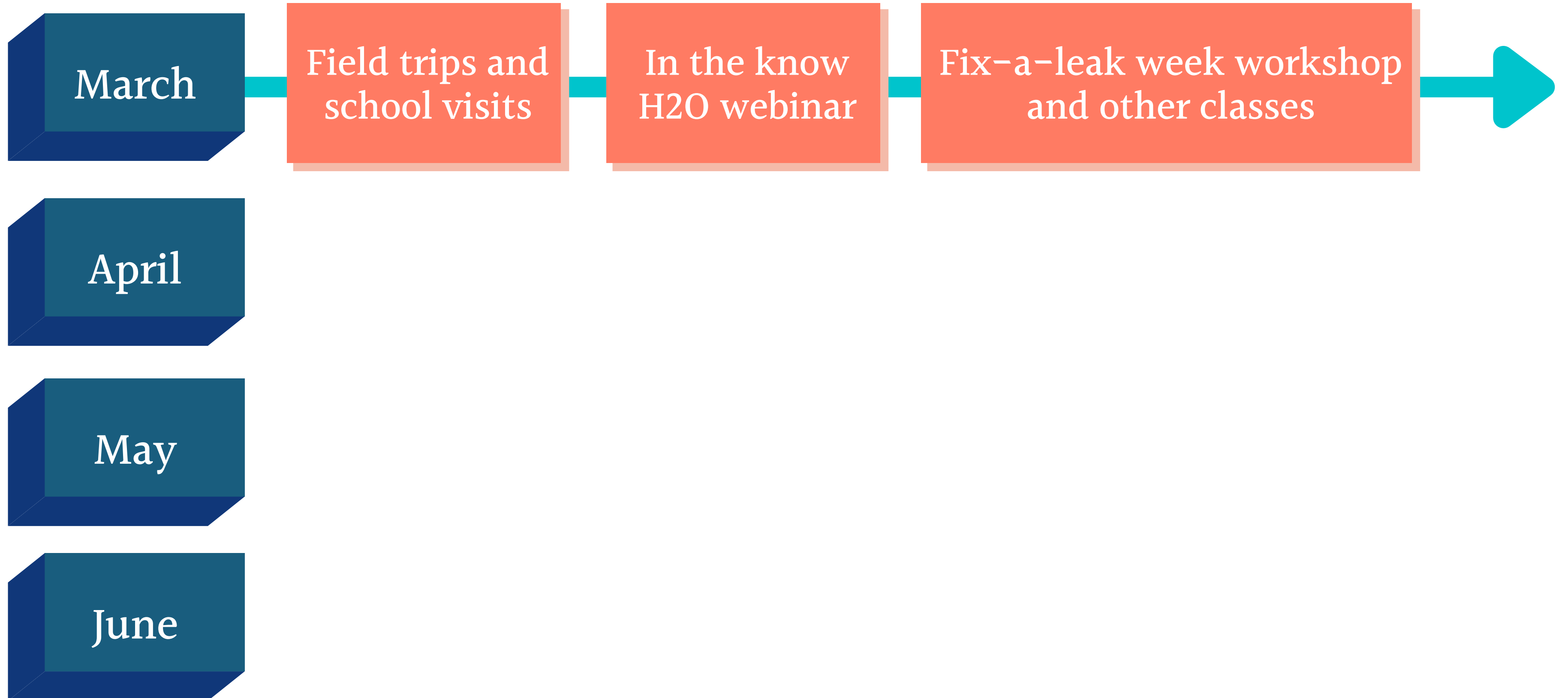
A 3D rectangular box with a dark blue front face and a teal top face. The word "May" is written in white serif font on the teal top face.

May

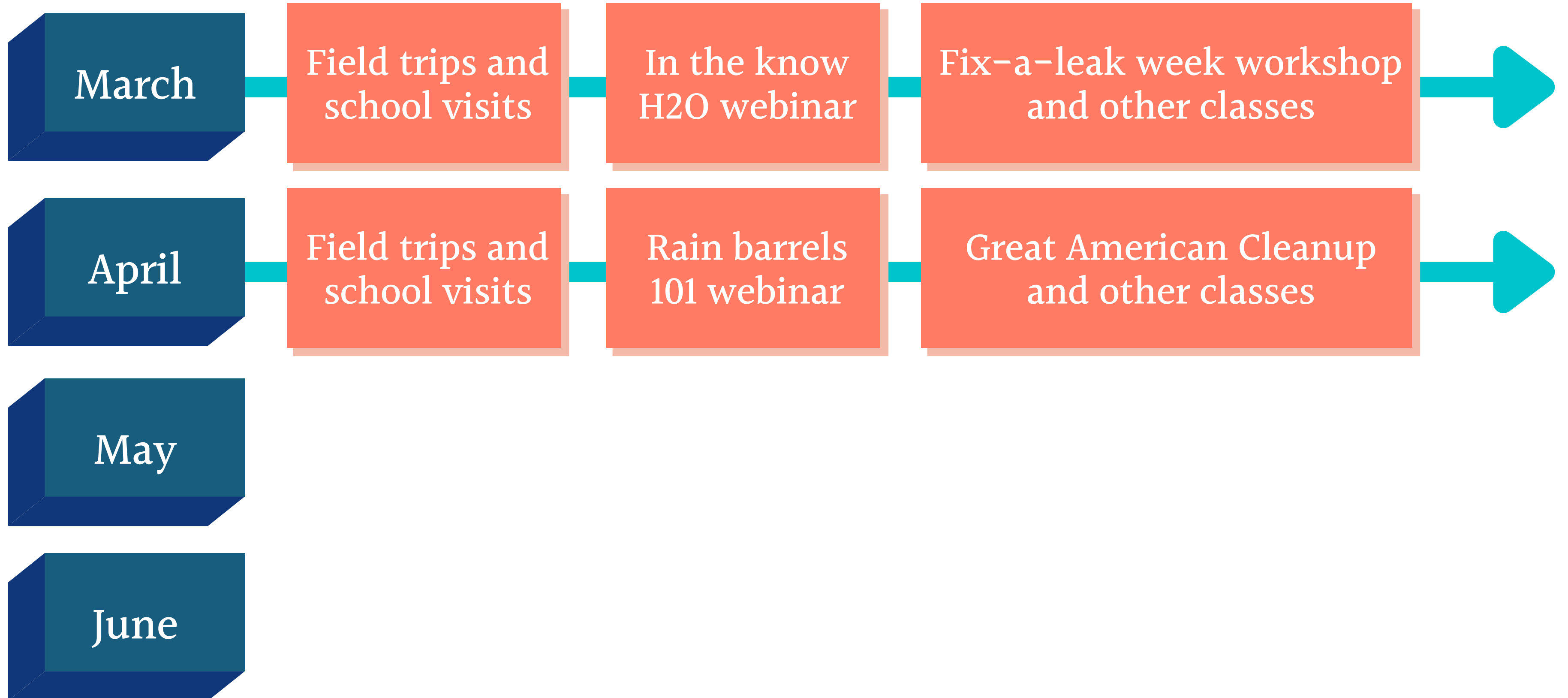
A 3D rectangular box with a dark blue front face and a teal top face. The word "June" is written in white serif font on the teal top face.

June

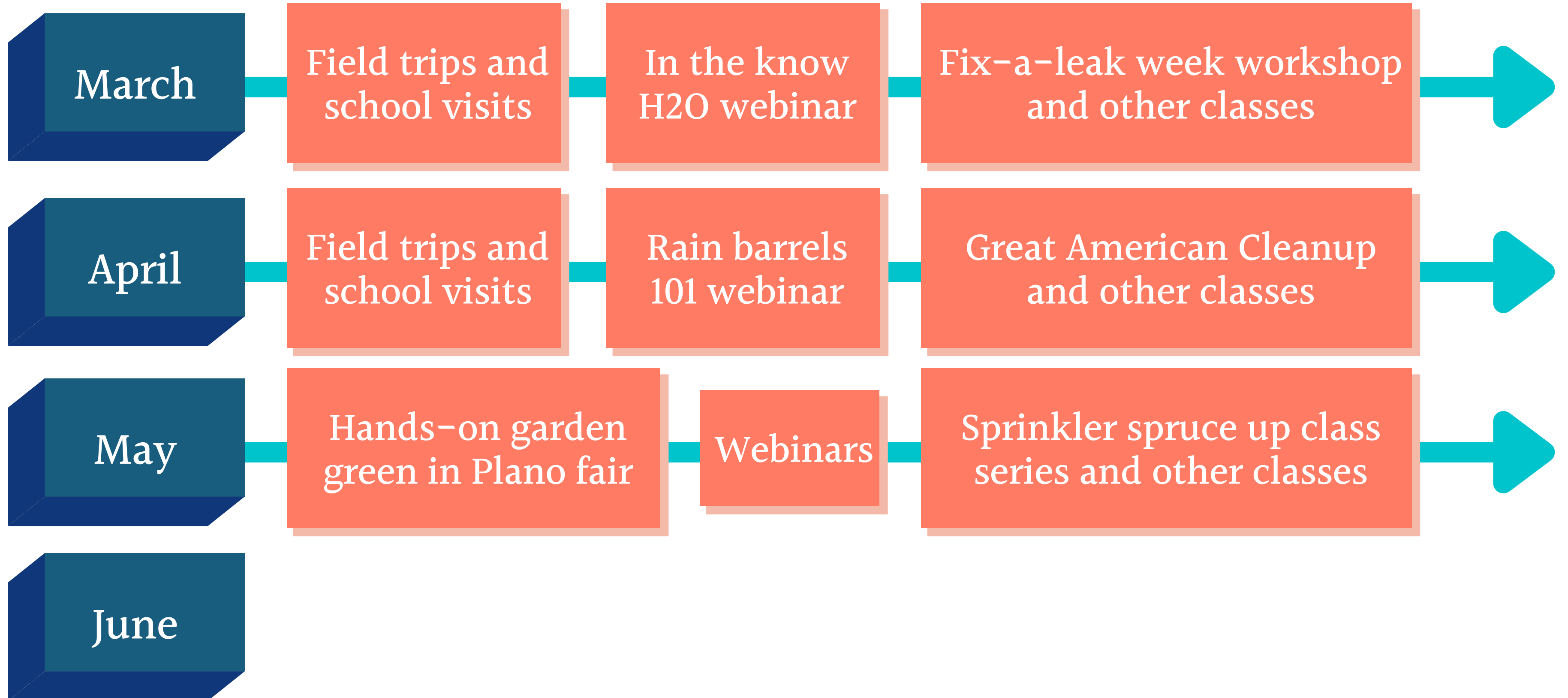
What 2020 was "supposed" to look like...



What 2020 was "supposed" to look like...



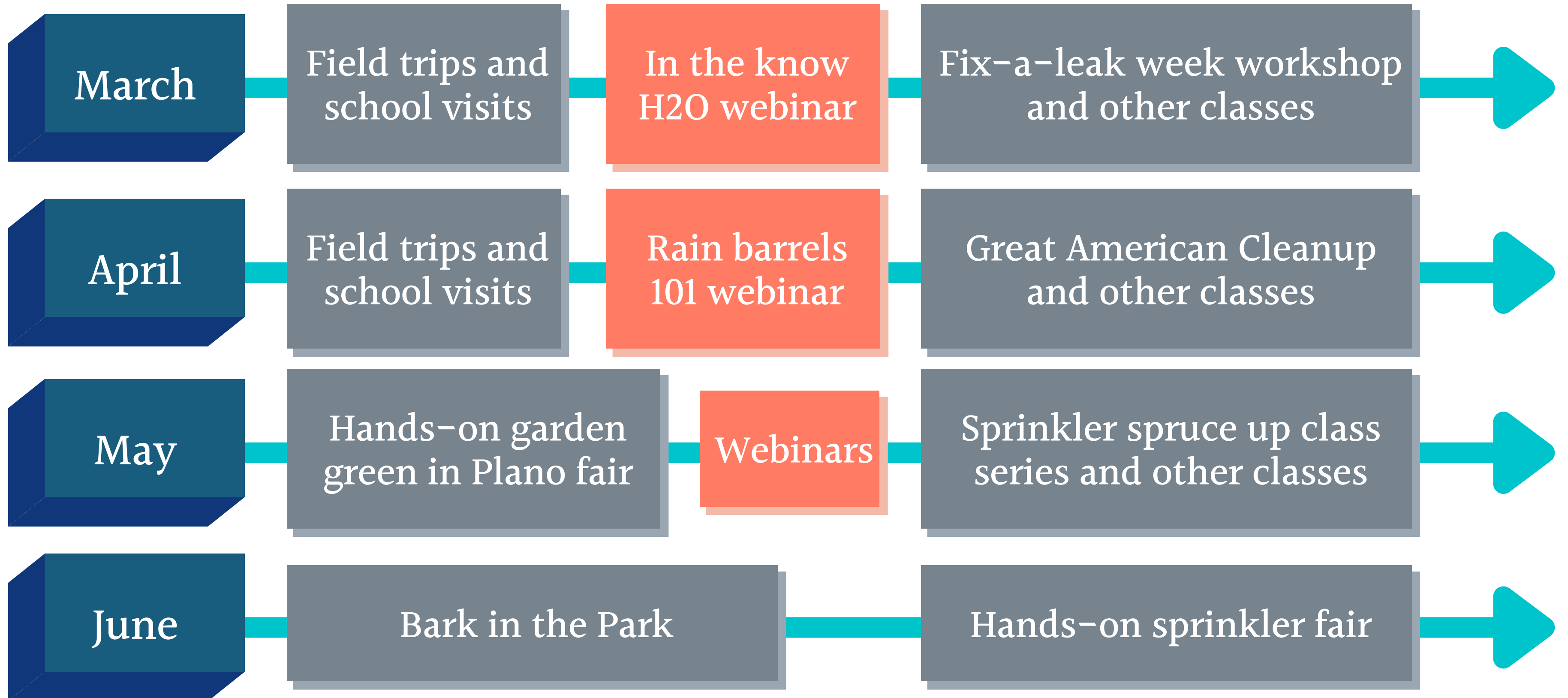
What 2020 was "supposed" to look like...

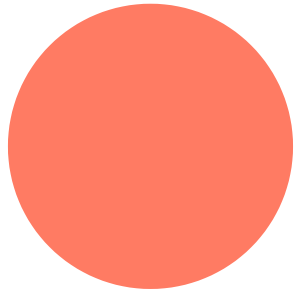



What 2020 was "supposed" to look like...



Pandemic! What we were left with...



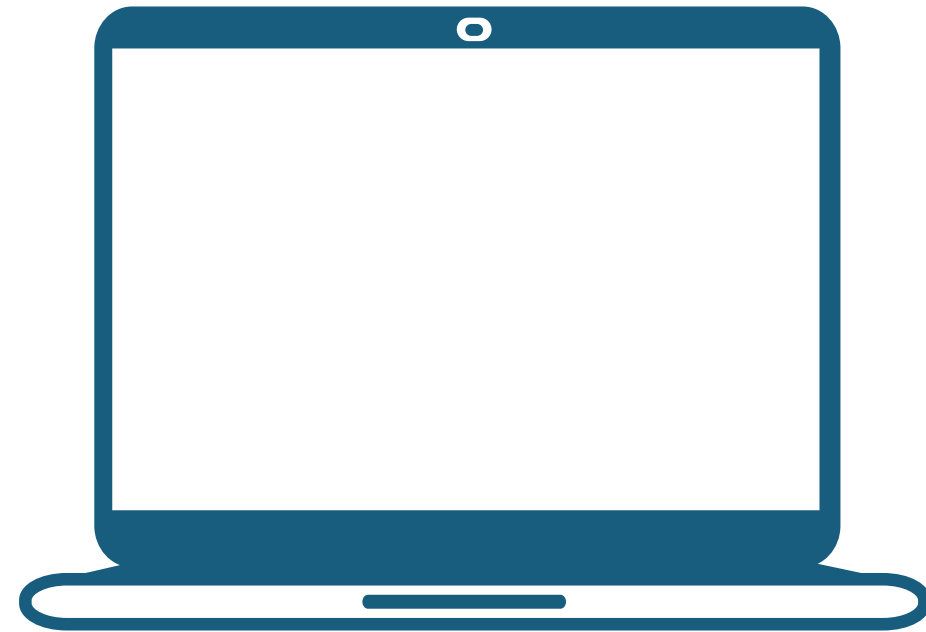


How do we stay together, though
apart? How do we continue to
achieve our mission and grow
community engagement?

How we achieved our mission in 2020



Seasonal direct
mailed print
newsletter



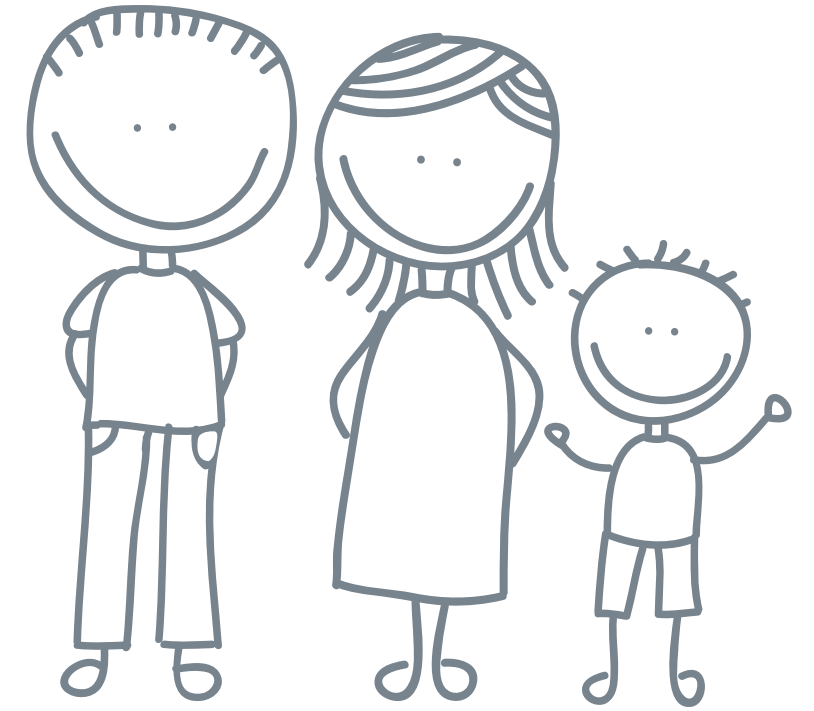
Monthly
e-newsletter

Social media and
online learning



Classes and
workshops

School programs

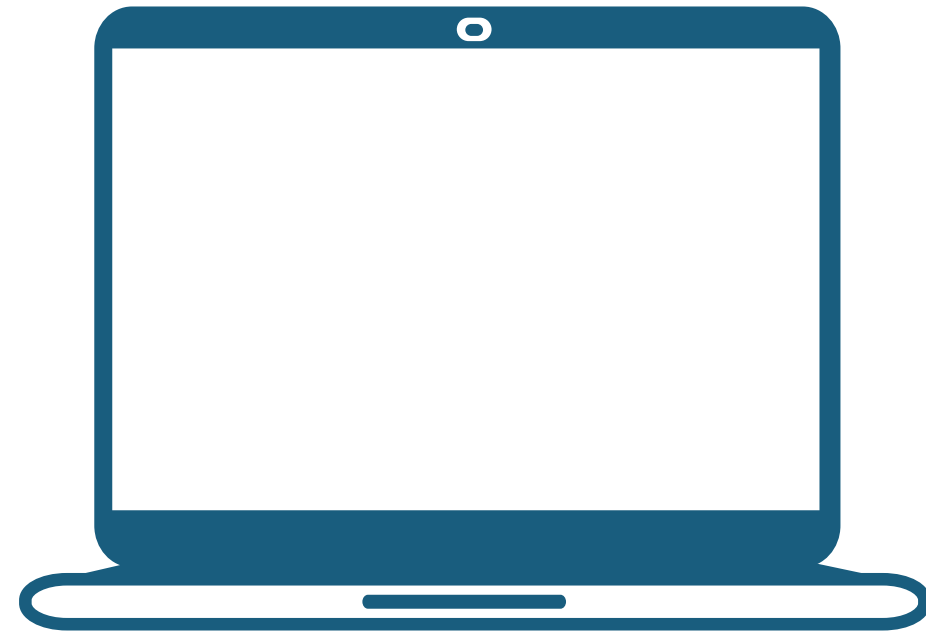


Educational
events for
families

How we achieved our mission in 2020

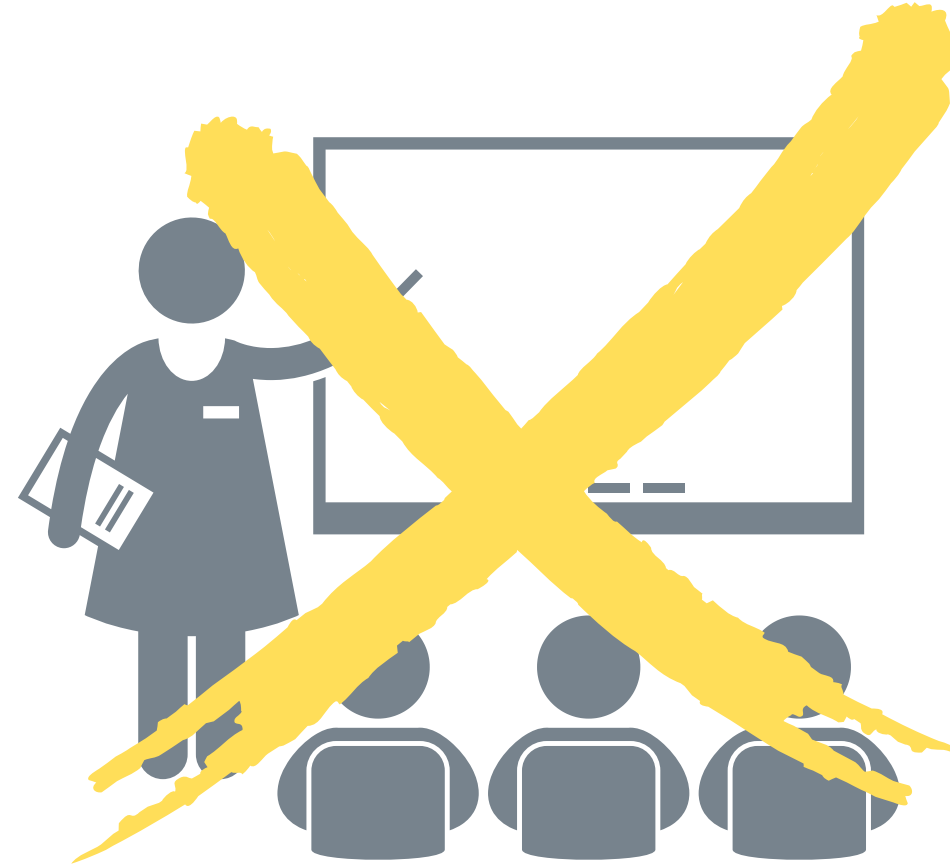


Seasonal direct
mailed print
newsletter



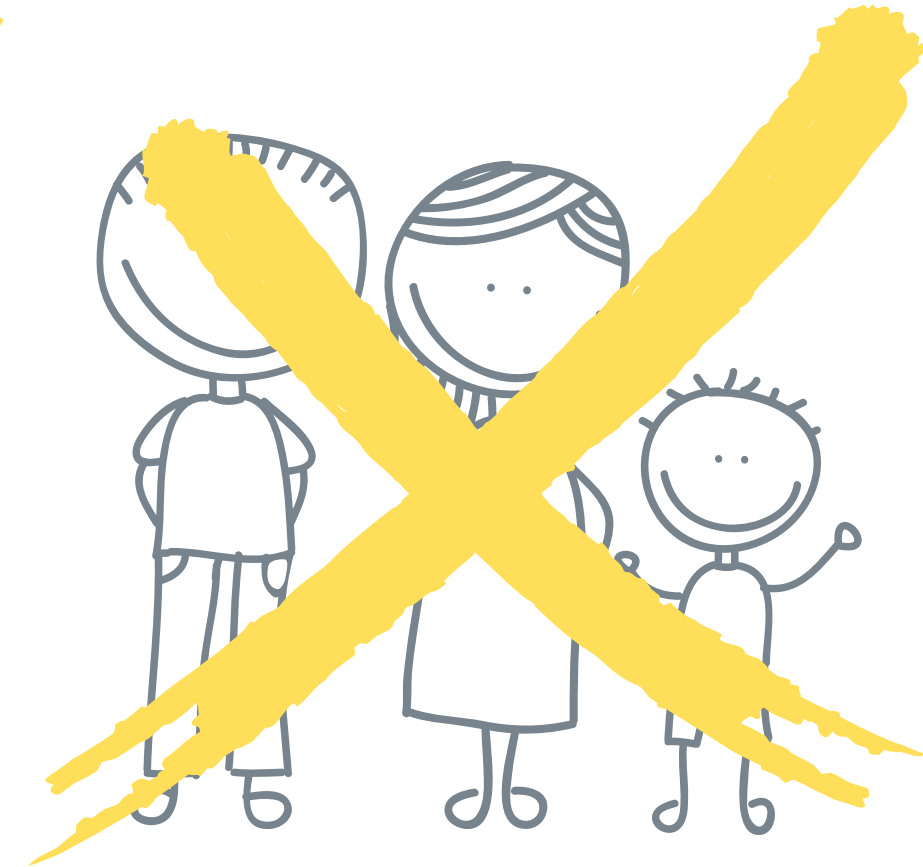
Monthly
e-newsletter

Social media and
online learning



Classes and
workshops

School programs

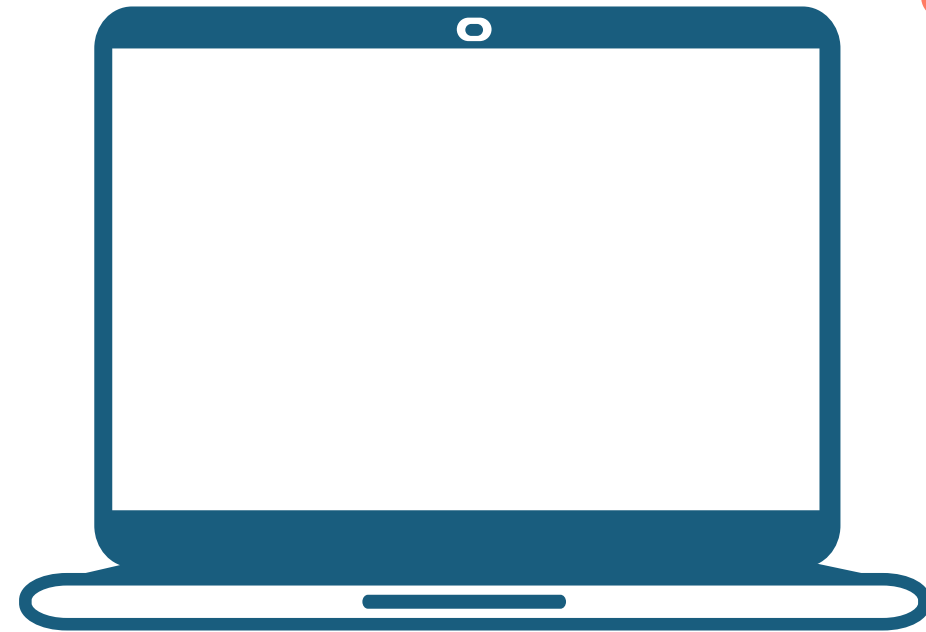


Educational
events for
families

How we achieved our mission in 2020



Seasonal direct
mailed print
newsletter



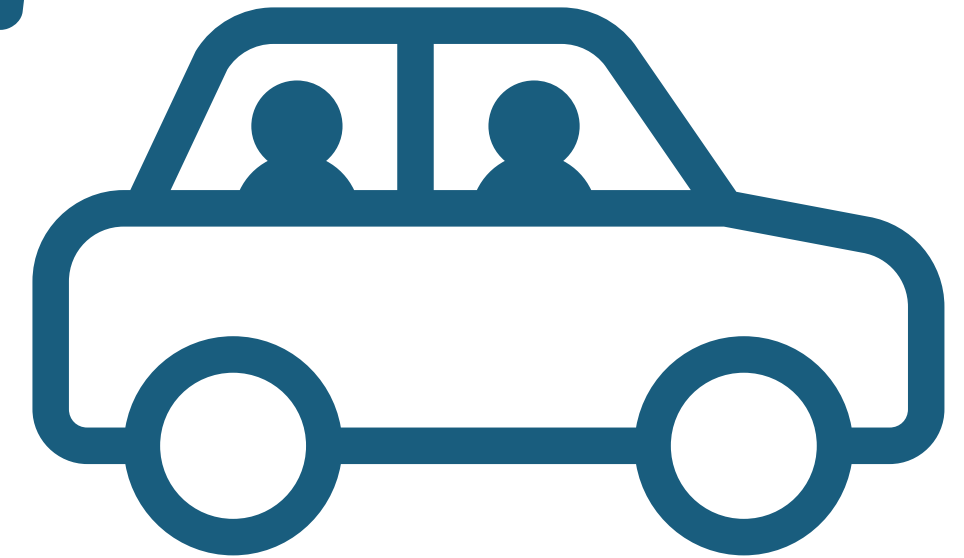
Monthly
e-newsletter

Social media and
online learning



Virtual
programs

Music and
videos



Socially-distanced
Drive-through
programs

We switched gears quickly.



We switched gears quickly.



For your team...

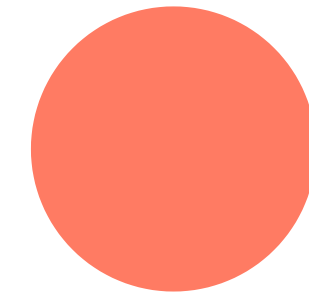
Who's your visionary, your creative?

Who's comfortable with technology?

Who's your natural teacher?

Who's skeptical of change?





Here are a few examples of our
virtual programs and videos.



Challenge: "Flushable" wipes place added stress on wastewater infrastructure.

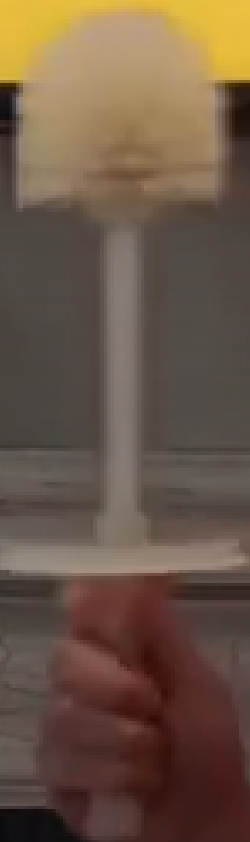


Challenge: "Flushable" wipes place added stress on wastewater infrastructure.

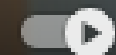
Solution: Create a video with a follow-along family science experiment.


CAN'T FLUSH THIS

LIVE GREEN IN PLANO



0:01 / 10:03



A hand is holding a white cloth over a glass of water. In the background, there is a tablet displaying text, a black container, and a spoon. The scene is set on a wooden table.

Test Subject #1
Wipe
Flush

03:51 / 10:03



Challenge: "Flushable" wipes place added stress on wastewater infrastructure.

An abstract graphic on the left side of the slide. It features a large dark blue circle at the top, a yellow circle below it, and various orange and teal shapes at the bottom, all set against a background of horizontal orange and white stripes.

Challenge: "Flushable" wipes place added stress on wastewater infrastructure.

Solution: Create a song parody to build social media engagement.

"Listen to Your Heart"

A Song About Wipes



0:11 / 4:33



Don't flush.



3:29 / 4:33





Challenge: Gardening classes are in-demand, but we can't gather in-person.



Challenge: Gardening classes are in-demand, but we can't gather in-person.

Solution: Create a plant-to-know video series to highlight sustainable varieties.





Attracts pollinators

A woman with dark hair, wearing a teal button-down shirt and red gardening gloves, is demonstrating the use of anvil pruners. She is holding the pruners with both hands, positioned to cut a branch of a light green, bushy plant. The background shows more of the same plant and some darker foliage. The text 'live in plano' is visible on her shirt.

Anvil pruners

Crush and cut dead wood



Challenge: Families and schoolkids need access to fun, educational activities.



Challenge: Families and schoolkids need access to fun, educational activities.

Solution: Create multiple themed video series, follow-along crafts and interactive lessons.

Water Pollution Solutions

What happens when water pollutants enter our creeks? Make a model and see!

NAME:

DATE:

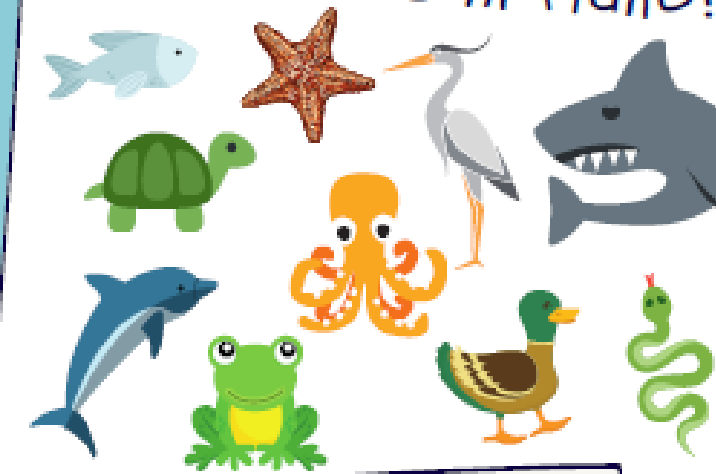
Materials

- 1 clear cup or container half-full of water
- 1 small toy fish, frog or other aquatic animal that fits in the cup or container above
- 1 handful of shredded or torn paper
- 1 cup of soapy, bubbly water
- 1 container of any food coloring or a cup of colorful juice
- 1 handful of grass and/or leaves
- 1 handful of coffee grounds or chocolate sprinkles

Objectives

- Name our primary drinking water source.
- Identify a storm drain and its purpose.
- Name five water pollutants and where they come from.
- Share good behaviors that help keep them out.

Who Lives in Plano?



Water Pollutants

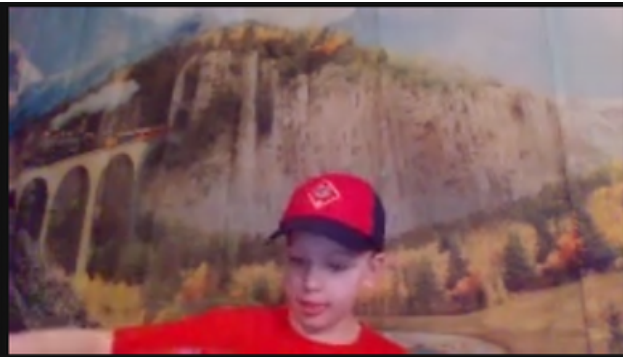
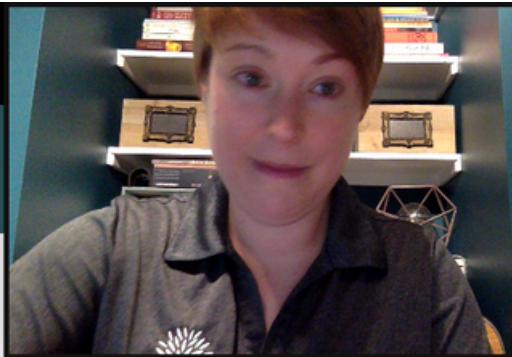
What does each material represent?

Material

Water Pollutant


Share Your Thoughts

- Where do water pollutants come from?
- How do they affect wildlife and humans?
- What will you do to help keep them out?
- How can you share this information?



An abstract graphic on the left side of the slide. It features a large dark blue circle at the top, a yellow circle below it, and various orange and teal shapes at the bottom. The top left corner has horizontal orange and white stripes.

Challenge: Irrigation education is a "hot" summer topic. How do we help residents water wisely?

An abstract graphic on the left side of the slide. It features a large dark blue circle at the top, a yellow circle below it, and various orange and teal geometric shapes at the bottom, all set against a background of horizontal orange and white stripes.

Challenge: Irrigation education is a "hot" summer topic. How do we help residents water wisely?

Solution: Create highly-visual webinars and virtual workshops in partnership with local experts...

...and another song parody.

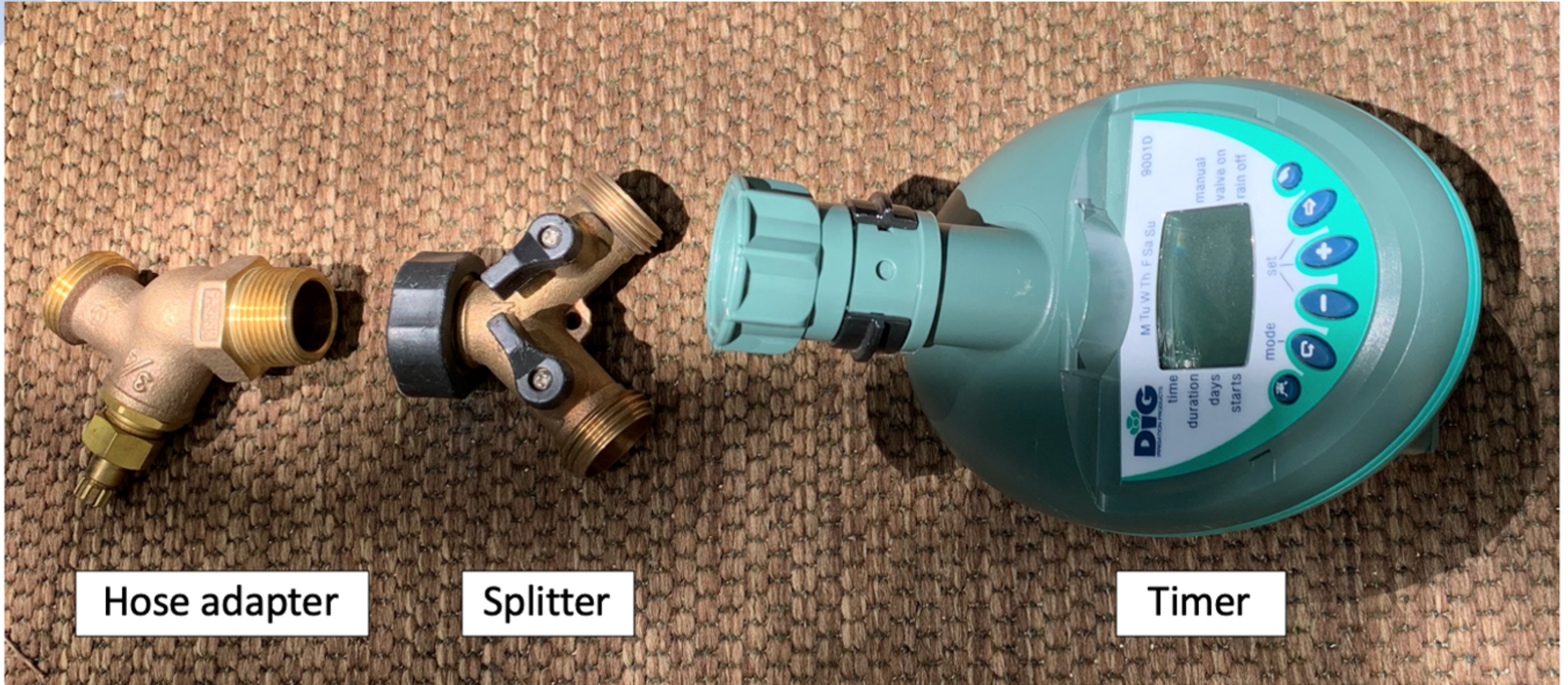
WEBINAR

DIY DRIP IRRIGATION

FOR BEGINNERS

**SPRINKLER SPRUCE
UP SERIES PART 2**

Head assembly



From this...

IN-PERSON

**SPRINKLER
FAIR**



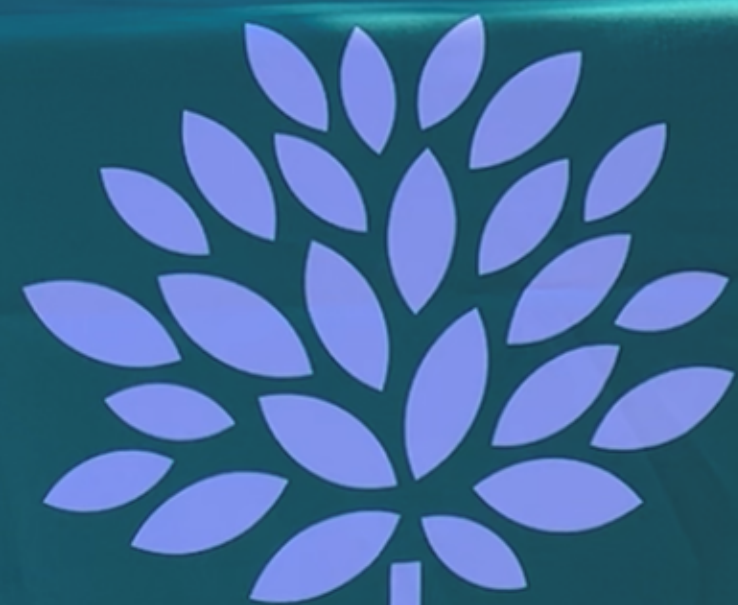
To this...



***VIRTUAL
SPRINKLER
FAIR***

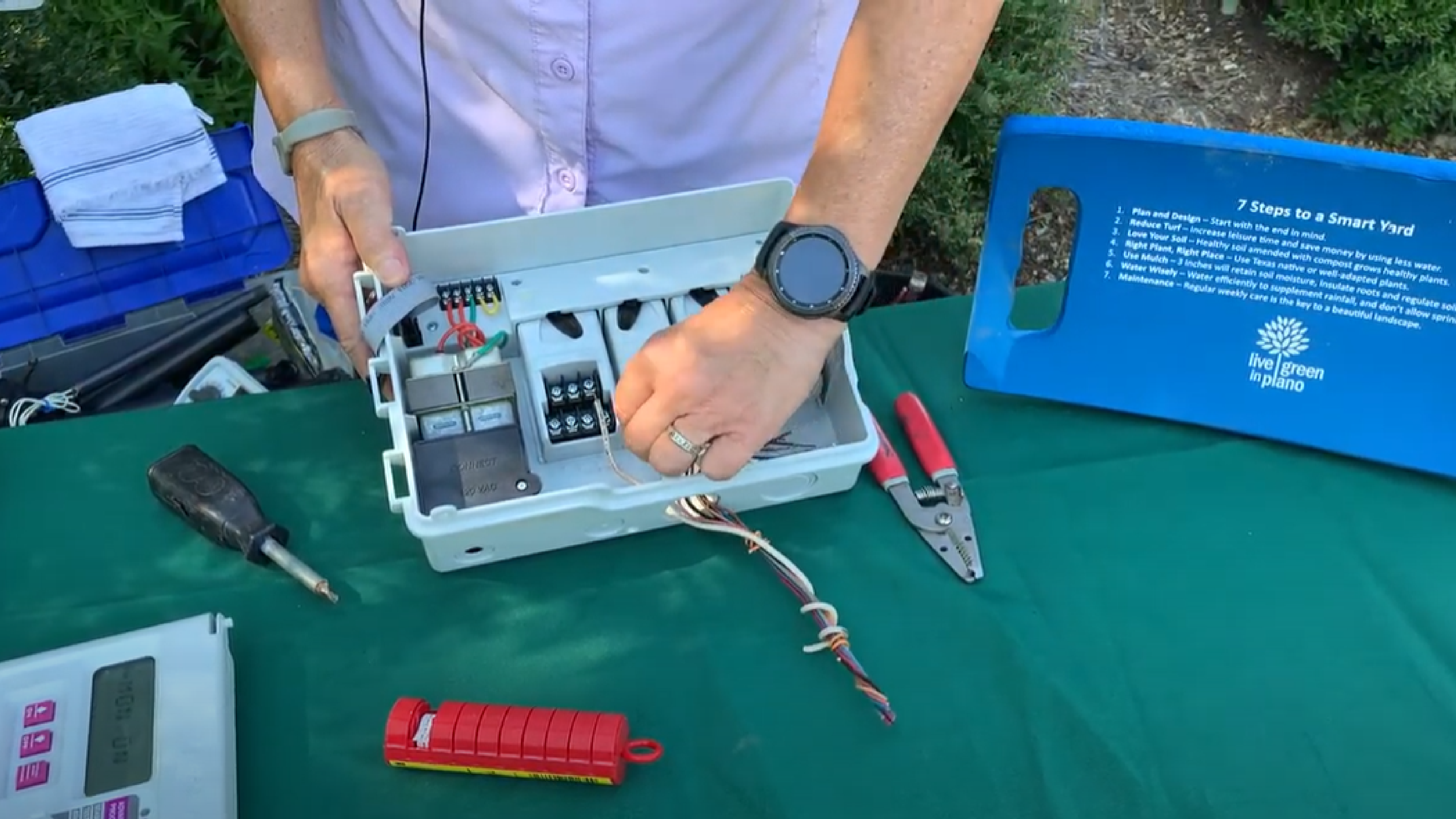


Compost Provided By
Texas Pure
Products



live | green
| eno





7 Steps to a Smart Yard

1. Plan and Design – Start with the end in mind.
2. Reduce Turf – Increase leisure time and save money by using less water.
3. Love Your Soil – Healthy soil amended with compost grows healthy plants.
4. Right Plant, Right Place – Use Texas native or well-adapted plants.
5. Use Mulch – 3 inches will retain soil moisture, insulate roots and regulate soil temperature.
6. Water Wisely – Water efficiently to supplement rainfall, and don't allow spring drought to dry out plants.
7. Maintenance – Regular weekly care is the key to a beautiful landscape.



The City of Plano's "TV Guide:" posted weekly on Facebook

FRIDAY, JUNE 12

		9 A.M. FIRE-RESCUE FRIDAYS Each Friday learn a little more about Plano Fire-Rescue.
		10 A.M. WHERE'S GOLDIE? Tune in each Friday for clues and guess where Goldie is spending her Friday Fun Day!
		10 A.M. SUSTAINABLE SCIENCE AT HOME – HARNESSING WIND POWER Tune in for an activity that will put the wind to work in this renewable energy lesson!
		11 A.M. PRESCHOOL STORYTIME Longer, more complex stories and movement activities that reinforce early literacy skills for ages 3-5 years.
		NOON LIVE LUNCHTIME MUSIC: VANILLA & PEPPER We're livestreaming local music every Friday at noon.
		1 P.M. CREATIVE WRITING: I HAVE AN IDEA Brainstorm your next short story or best-selling novel! Register share.plano.gov/CreativeWriting
		3 P.M. FRIDAY FUN WITH CRITTERMAN Explore the incredible diversity of New and Old World Rain Forests.

SATURDAY, JUNE 13

		NOON SATURDAY SESSIONS: ADAM BERRY BAND Join us for a country music concert, every Saturday in June.
		11 A.M. WONDER CAFE: POPPING OFF THE PAGE Explore how the three dimensions of space—length, width and depth, can bring shape to an idea. Register: share.plano.gov/WonderCafe
		10 A.M. VIRTUAL SPRINKLER FAIR Join Live Green in Plano and local licensed irrigation professionals for a webinar with educational video segments and a live Q&A.
		1 P.M. CAN IT BE RECYCLED? – PLASTIC FILM Plastic film is often found in the trash or as litter, but it serves a purpose if placed in your recycling cart.

SUNDAY, JUNE 14

		NO PROGRAMS TODAY
--	--	--------------------------

On-Demand Learning on our **WEBINAR CHANNEL**



Webinar Library

Missed one of our webinars? Can't wait for the next one? All of our webinars are recorded and ready for playback at your convenience.

Gardening and composting

- [WATCH](#) How to Start a School or Community Garden
- [WATCH](#) Shade Gardening for North Central Texas
- [WATCH](#) Smart Yards for North Texas
- [WATCH](#) Smart Yards for North Texas: Plants to Know
- [WATCH](#) Success with Seeds
- [WATCH](#) Vegetable Gardening for North Central Texas
- [WATCH](#) Virtual Garden Green in Plano Fair

Water Conservation and Water Quality

- [WATCH](#) Garden Green, Keep It Clean
- [WATCH](#) In The Know H2O
- [WATCH](#) Rain Barrels 101

Irrigation

- [WATCH](#) DIY Drip Irrigation
- [WATCH](#) Quick Fixes for Beginners
- [WATCH](#) Sprinkler Smart
- [WATCH](#) Take Control of Your Controller
- [WATCH](#) Virtual Sprinkler Fair

Recycling and Waste Management

- [WATCH](#) Recycling 102

"OUTDOORS"

A SONG ABOUT
SPRINKLERS...



3:48 / 4:48





3:09 / 4:48



Post Preview

Actions



Live Green in Plano

July 9, 2020 · 🌐

We have a fun new music video to kick off Smart Irrigation Month! Sing along and soak up some summer watering wisdom. 💧🎵



6,444

People Reached

484

Engagements

Boost Post

👍❤️😮 33

9 Comments 18 Shares 2.1K Views

Performance for Your Post

Reported stats may be delayed from what appears on posts.

6444

People Reached


156

Reactions, Comments & Shares


74	2	40
👍 Like	😮 Wow	❤️ Love
0	0	0
😂 Haha	😞 Sad	😡 Angry
22	19	
Comments	Shares	

328

Post Clicks

An abstract graphic on the left side of the slide. It features a large dark blue circle at the top, a yellow circle below it, and various orange and teal shapes at the bottom, all set against a background of horizontal orange and white stripes.

Challenge: Is there an alternative to simply canceling our fall WaterWise Landscape Tour?

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Challenge: Is there an alternative to simply canceling our fall WaterWise Landscape Tour?

Solution: Yes! Create a documentary-style video series and accompanying activities.



Candy & Dan Z.

Victoria S.



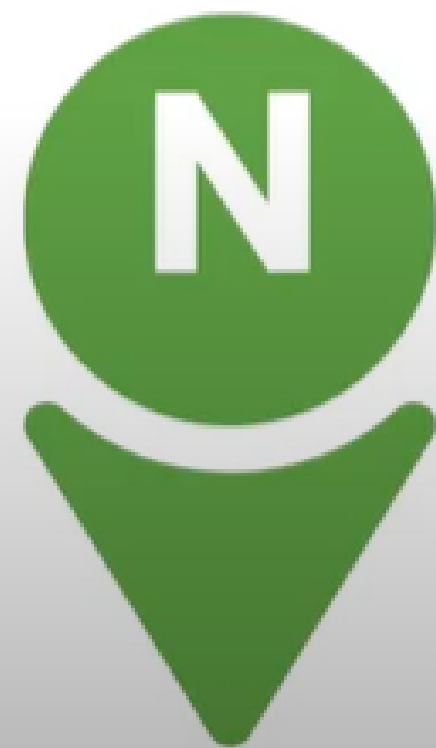
Michelle M.

Tonya & Ben D.





Virtual
Water
Wise
Landscape
Tour



Backyard: Shade

West Alley:
Sun

East Side
Yard: Sun &
Shade

West Side
Yard: Shade

Front Yard:
Sun & Shade



1:10 / 16:04





15:31 / 16:31



Watch Our
Rain Barrels 101
Webinar!



7:09 / 16:04



Try This Plant:
Lantana



3:32 / 16:04





Black-Eyed
Susan



Texas Sage
Silver Cloud



Purple
Coneflower



Lavender
Cotton

Zechmeister, Week 1

Fall 2020 Water-Wise Landscape Virtual Tour plano.gov/landscapetour

Adagio Maiden Grass

Miscanthus sinensis 'Adagio'



Angelina Sedum

Sedum rupestre 'Angelina'



Asian Jasmine

Trachelospermum asiaticum



Autumn Sage - Pink

Salvia greggii 'Pink Preference'



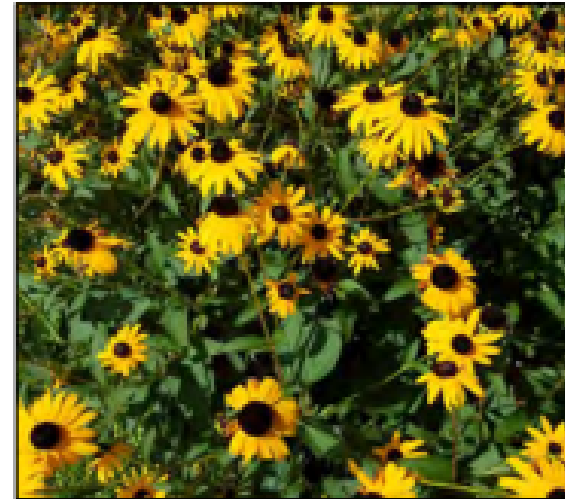
Becky Shasta Daisy

Leucanthemum x superbum 'Becky'



Black-eyed Susan

Rudbeckia hirta 'Goldsturm'



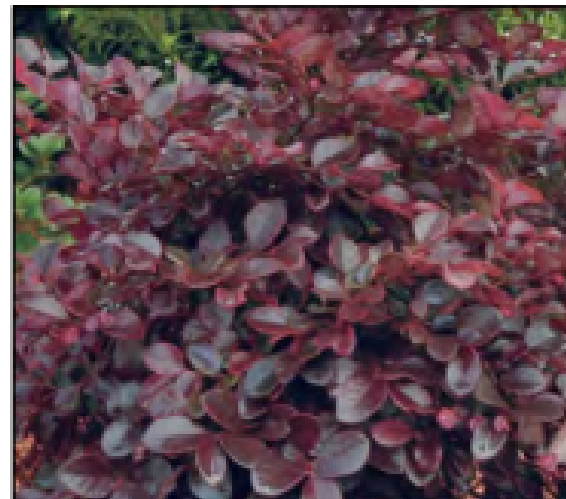
Carpet Rose

Rosa 'Noare'



Chinese Fringe Flower

Loropetalum chinense 'Rubrum'



Crape Myrtle

Lagerstroemia indica



Facebook game



Photo contest



**Virtual outreach
is powerful.**



Virtual outreach is powerful.

2019 In-Person WaterWise
Landscape Tour
Over 1,000



Virtual outreach is powerful.

2019 In-Person WaterWise
Landscape Tour

Over 1,000



2020 Virtual WaterWise
Landscape Tour

Over 13,000

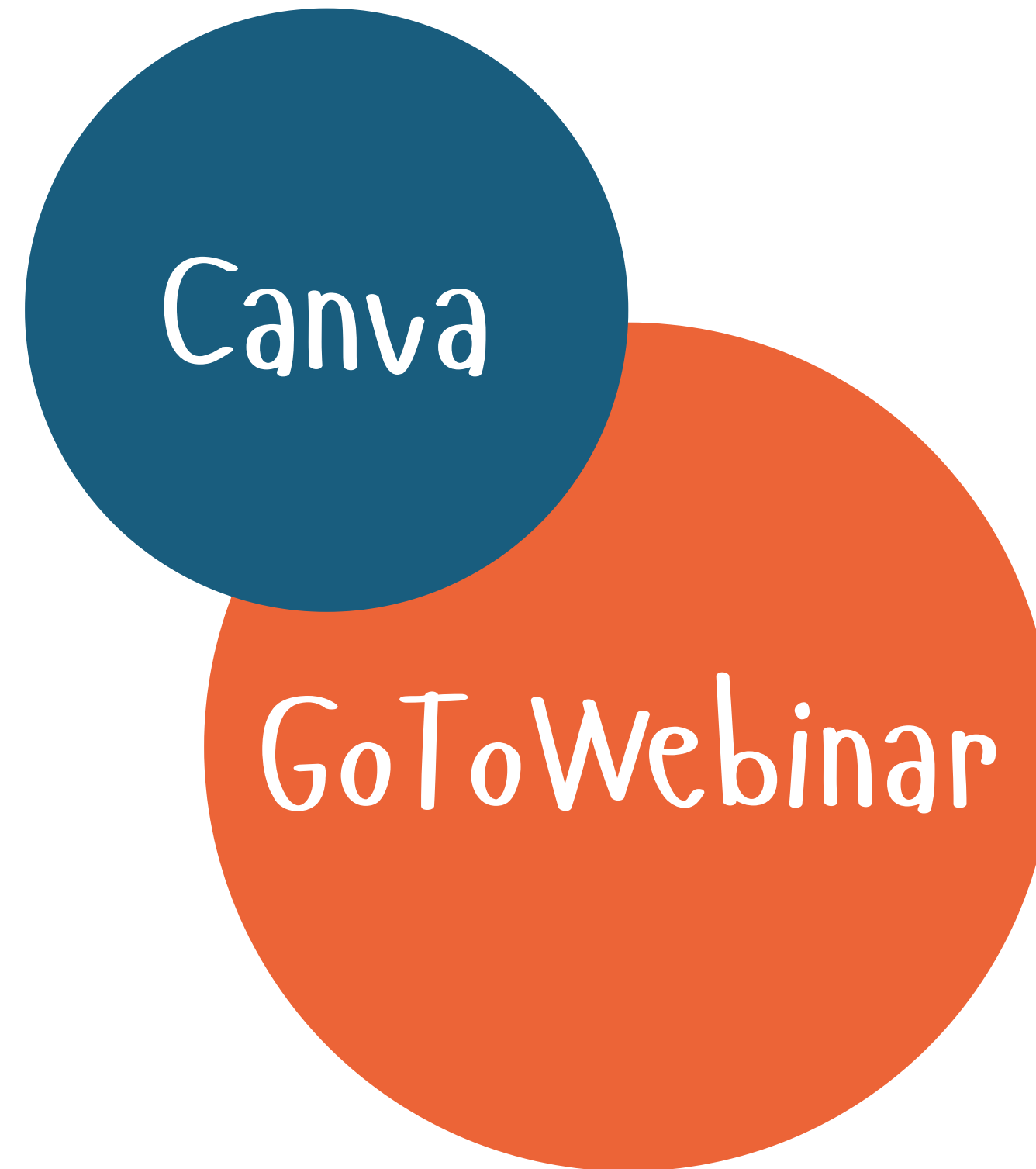


The tools we love

Canva Pro – \$119/year
GoToWebinar Pro – \$1,788/year

Canva is a powerful, user-friendly
graphic design application.

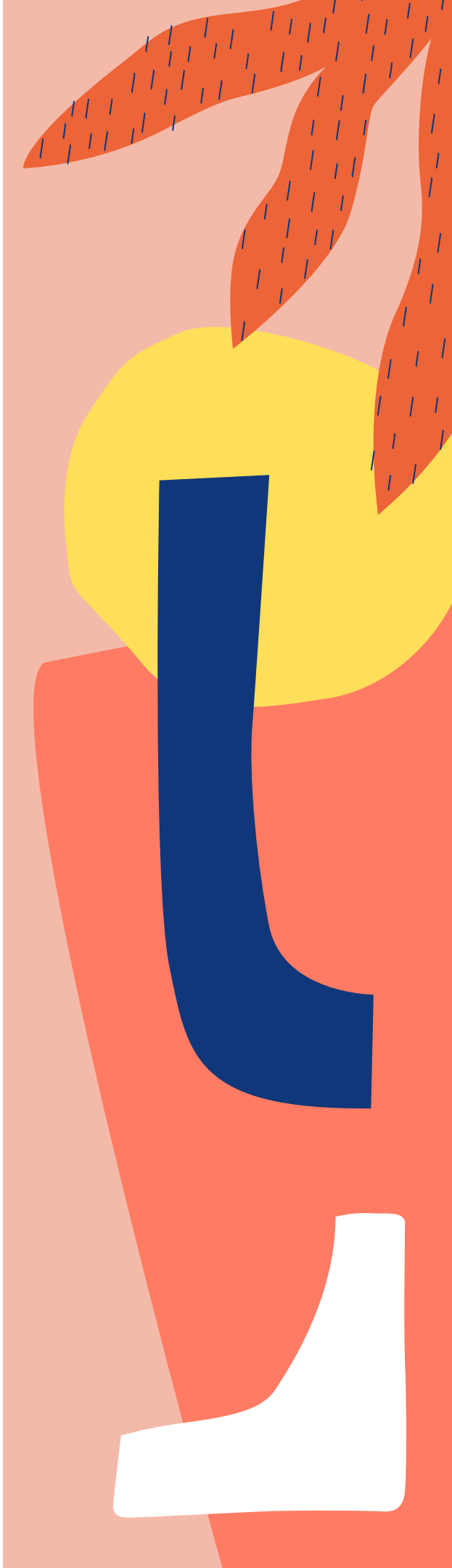
GoToWebinar allows us to host
and record virtual programs.



iPhone tripod

By Konpcoiu
\$21.99 on Amazon

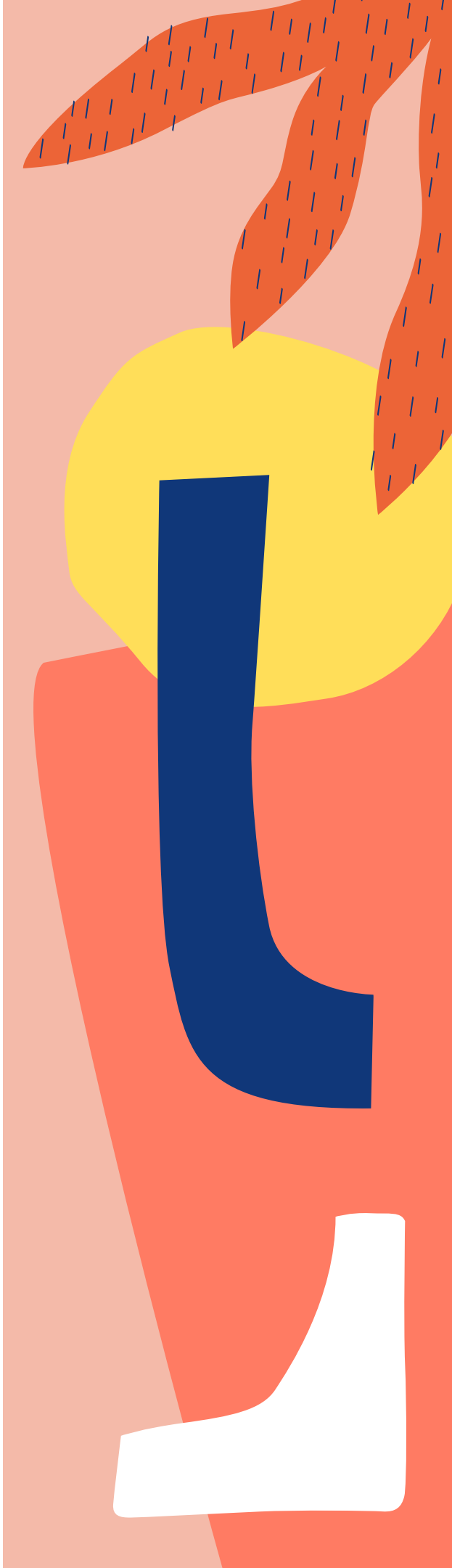
Also a selfie stick, this tripod allows you to film anything, anywhere without the necessity of a cameraperson. It easily stores and extends to 45 in.



Lavalier mic set

By Solid
\$14.99 on Amazon

Plug this mic into your iPhone,* and drastically improve the audio quality of your recording. Reduce wind and background noise. Use the extra mic to enhance an interview.



Super long HDMI cable

Multiple brands
Under \$15 from Walmart

Plug this cable into your laptop and your TV to cast content onto the big screen. I used this process to turn my living room into a virtual classroom: presenting slides on my TV and filming the presentation on my iPhone.



USB mic

By Audio-Technica
\$149 on Amazon

Plug this mic into your laptop or your desktop's USB port. Drastically improve the audio quality of your voiceover and the professionalism of your video.



An abstract graphic on the left side of the image. It features a large orange shape in the center, a yellow shape with diagonal lines above it, and a dark blue shape to the left. There are also horizontal stripes in shades of orange and white at the top left, and a dark blue shape at the bottom left. A small yellow circle is visible near the bottom center.

**Kudos to our
leaders.**



Kudos to our leaders.

Make the call and stick with it.

It was tough to "cancel" big, scheduled events with no sense of what the future held, but their decisiveness saved time and eased stress.



Kudos to our leaders.

Make the call and stick with it.

It was tough to "cancel" big, scheduled events with no sense of what the future held, but their decisiveness saved time and eased stress.

Encourage creativity and let it flow.

Staff adapt to change differently and at varied rates. Read each individual and provide support. Any new idea is worth hearing.



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Encourage creativity and let it flow.

Staff adapt to change differently and at varied rates. Read each individual and provide support. Any new idea is worth hearing.

Find new metrics to track.

Sustainable behavior changes are hard to quantify. We now gauge "attendance" and attentiveness, along with action-based surveys.

For your team...

Did any of these case studies inspire you?

Did 2020 affect your long-term plan?

Did you discover a new tool to try?

Did you identify new audiences?



An abstract graphic on the left side of the image. It features a large orange shape in the center, a yellow shape with diagonal lines above it, and a dark blue shape to the left. At the bottom, there is a yellow circle and a dark blue shape. The background has horizontal stripes in shades of orange and white.

**There's always
room to grow.**



There's always room to grow.

Keep it fresh.

Balance content that can be reused with new content. Hybridize.



There's always room to grow.

Keep it fresh.

Balance content that can be reused with new content. Hybridize.

Be inclusive.

Support non-native English speakers and those with technology challenges.



There's always room to grow.

Keep it fresh.

Balance content that can be reused with new content. Hybridize.

Be inclusive.

Support non-native English speakers and those with technology challenges.

Show, don't tell.

Tell the "story." Creative, funny and weird are memorable.

Follow our journey.



Facebook

@livegreeninplano



YouTube

Live Green in Plano



Website

LiveGreenInPlano.com

Thank you! Reach me here.

E-mail

KatieM@plano.gov

Phone

972-769-4216

