Put down the phone, get off your Facebook page, don't tweet, don't post to Instagram, don't Snapchat, don't put the video on YouTube, Periscope is too weird and Vine isn't cool anymore

If nothing else, remember this...

1. Begin with the science

2. Everything else is about relationships

(There will be a test)
How change happens

• Humans change because of relationships

• Facts give you credibility. Facts don’t change people

• Everything is about me
Let’s talk about scale...

- Neighborhood scale

- Bigger than that

Community Capacity for Stormwater Management: A Social Science Assessment in Three Twin Cities Metro Area Watersheds

- Water is a highly valued amenity for respondents.
  - Clean drinking water (98%)
  - Clean streams, rivers and lakes (96%)

- Good relationships among neighbors (96%) as important

Davenport, M.A., Perry, V., Pradhananga, A. (2016)
• 17% had talked to others about water problems in the last 12 months

• 74% - Likely to change something they do at home to protect water.

• 40% - Likely to encourage others to get involved in clean water activities.
Everyone can...

- Keep leaves and grass clippings out of the streets
- Reduce turf areas
- Reduce common yard care chemicals
- Disconnect impervious surfaces
- Plant native varieties
- Pick up pet waste
- Reduce salt use

Talking to Neighbors...

- Knock on the door- Talk face to face
- Offer something- a leaf bag, an invitation, an introduction
- Include- Invite your neighbors to work with you. Build a “we.”
- Give thanks. Be grateful.
Let’s talk about scale...

- Neighborhood scale

- Bigger than that

If nothing else, remember this...

1. Begin with the science

2. Everything else is about relationships
Working with your city

- Start with the science. Find relevant data for the water body you want to work on.
- If you don’t have the data, figure out how to get it.
- Everything else is relationships
Why your city doesn’t want to talk to you

- Budget
- Organizational culture
- Land access
- Regulatory constraints
- Parks, trails, potholes, soccer fields, zoning, business licenses, assessments, Christmas displays, stray animals, property taxes, illegal fireworks, housing developments, libraries, and feral cats
- You’re rude

Why your city will want to talk to you...

- Be nice
- Listen when someone is speaking.
- Raise your hand to speak.
- Take turns and share.
- Respect the personal space of others.
- Always do your best work
Why your city will want to talk to you...

- You treat city employees and elected officials with respect and courtesy
- You have the data
- You have reasonable expectations
- You figured out whose job it is
- You cultivate a relationship

Add something
Cities do:

- Planning
- Fees
- Permitting/Regulatory

Use these tools to create change

Working with your city

Start with the science-
- Get data
Everything else is about relationships

- Be clear about what you are asking
- Enlist at least one friend who will help you
  - Work your networks
- Find the person who can make something happen
- Figure out why your issue is important to the person you are talking to (It’s all about ME)
- Start with a one-on-one meeting. **Buy the coffee**

Everything else is about relationships

- Meet with your city council rep. **Buy the coffee**
- Figure out why your issue is important to your city council person (It’s all about ME)
- Manage your own expectations
- Work WITH your city
Talking to your city...

- Knock on the door- Talk face to face
- Offer something- a leaf bag, an invitation, an introduction, a cup of coffee
- Include- Invite your city staff to work with you. Build a “we.”
- Give thanks. Be grateful.

Don’t do different things. Do things differently.

--Chris Corrigan