



HISTORIC  
FRANKLIN  
TENNESSEE

ITEM #26  
BOMA  
08/10/2010

## MEMORANDUM

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### Memorandum

TO: Board Of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator

DATE: August 4, 2010

RE: Items approved by City Administrator  
On behalf of the Board of Mayor and Aldermen

Through the authority granted by the Board of Mayor and Aldermen, the following items of action were approved by me on your behalf:

- a) Letter of Commitment to partner with MTSU WaterWorks! and ProjectWet, and Sponsor the 'Discover the Waters of Tennessee' project (\$5,000).



## MEMORANDUM

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July 26, 2010

TO: Eric Stuckey, City Administrator

FROM: Crystal Bishop, Stormwater Management Coordinator  
Eric J. Gardner, P.E., Director of Engineering

SUBJECT: Letter of Commitment to partner with MTSU WaterWorks! and ProjectWet and to Sponsor the 'Discover the Waters of Tennessee' project.

### **Purpose**

The purpose of this memo is to recommend approval of the Letter of Commitment to partner with MTSU WaterWorks! and Project WET and to Sponsor the 'Discover the Waters of Tennessee' project. 'Discover the Waters of Tennessee' meets the City's MS4 permit requirement for public education, and funds were approved in the FY2010-11 budget

### **Background**

The 'Discover the Waters of Tennessee' project will develop and produce an education/activity booklet in partnership with Project WET Foundation that will be included in the Project WET 'Kids in Discovery Series'. The booklets will contain Tennessee watershed specific content, and will be distributed statewide. As a sponsor and partner, the City of Franklin will receive 5000 booklets to be distributed to citizen and in classrooms to educate them about our unique water resources. The project will foster and strengthen the statewide partnership of stewardship and water protection practices within all Tennessee watersheds and thusly reduce nonpoint source pollution to improve water quality.

### **Financial Impact**

TOTAL	\$5,000.00
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### **Recommendation**

Staff recommends approval.



**'DISCOVER THE WATERS OF TENNESSEE'**



**How to Become a Sponsor:**

Your Letter of Commitment establishes you as a partner and indicates your amount of sponsorship and booklets. Once we receive your Letter of Commitment, we will invoice you as reflected in your stated commitment below.

**Submit a Letter of Commitment:**

Karen Hargrove is no longer involved with the Discover the Waters project and is no longer with MTSU's Center for Environmental Education. Please MAIL TO:

Dr. Cindi Smith-Walters  
MTSU- CEE Box 60  
Murfreesboro, TN 37132  
615-898-5449  
[csmithwa@mtsu.edu](mailto:csmithwa@mtsu.edu)

Please fill out & mail this page with original signature.

**SPONSORSHIP: Letter of Commitment**

My organization, City of Franklin, would like to sponsor the "Discover the Waters of Tennessee" booklet project.

My sponsorship will be in the amount of \$ 5,000.00.

Please circle: Yes / NO Do you want to receive an equivalent number of booklets to distribute?  
We can distribute booklets for you if you prefer.

Please circle: Yes / NO Do you plan to submit a logo or organization name to be used on the booklet? (option with any sponsorship of \$5,000 or greater)

I understand that the project will take approximately 1 year to complete project once the award for contract funding is in place. Anticipated Schedule: Draft phase Jan-July 2010, printing Aug 2010 and distribution Sept 2010.

In addition, the funds we are contributing do not come from the Federal Government.

Eric S. Stuckey  
(Signature of Representative for the Agency/ Company)  
eric.stuckey@franklin.tn.gov

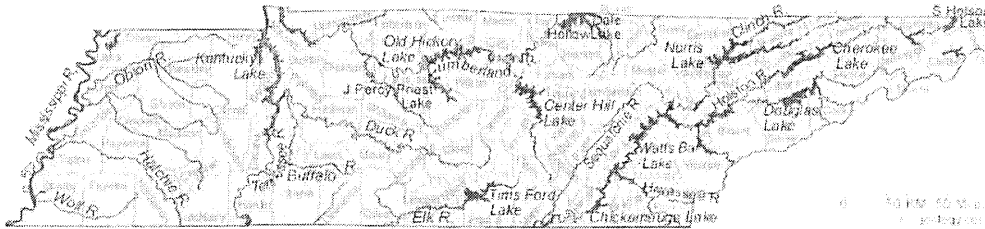
Eric Stuckey, City Administrator  
(Print Name & Agency/ Company)

Email: crystal.bishop@franklin.tn.gov Phone: 615-791-3218

Mailing Address: 109 3rd Ave S.  
Franklin, TN 37064

***Please address any specific questions to:***

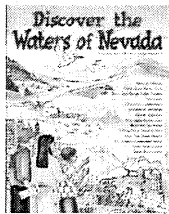
Cynthia Allen, MTSU WaterWorks!  
Phone: 615-898-2660  
Email: [callen@mtsu.edu](mailto:callen@mtsu.edu)  
[www.tennesseewaterworks.com](http://www.tennesseewaterworks.com)



## ***Discover the Waters of Tennessee***

A Tennessee-Specific Watershed Educational Activity Booklet –

### **Project Abstract:**



To develop an educational activity booklet, ***Discover the Waters of Tennessee***, in partnership with Project WET through a grant awarded by the TN Dept of Agriculture (TDA).

Upon completion in 2010, it will be included in the award-winning, copyrighted Kids In Discovery series (KIDS) activity booklet series and targeted at youth and non-formal public education to highlight the unique water resources of Tennessee and the environmental and regional influences upon them. Project will be developed and implemented as education and outreach throughout all of Tennessee (among a network of communities, schools, watersheds etc).

### **Project Objectives:**

- To develop and produce an education/activity booklet in partnership with Project WET Foundation that will be included in the Project WET 'Kids In Discovery Series'.
- A minimum of 75,000 booklets will be produced
- 16 page booklet; full color with activities & original artwork; design/illustrations consistent with other Kids In Discovery Series (KIDS) activity booklets (SEE EXAMPLE BOOKLET listed above or viewed online at <http://www.water-activities.org/index.php/childrens-activity-booklets.html>)
- Original education methods, curriculum supplement(correlated to TN standards with the assistance of the local Tennessee Project WET team) primarily geared towards grades 2-8<sup>th</sup> in the classroom.
- Tennessee watershed specific content (examples include regional influences upon watersheds, waterways of TN, nonpoint source pollution sources and tips for reduction, and other pertinent statewide watershed/ water quality data and information)
- To promote, utilize and distribute the booklet among as many areas as possible (classroom, tourism opportunities such as state parks, welcome centers, county Parks and Recreation, TN watershed and storm water communities, other organizations such as aquariums, State agencies, formal and non-formal education settings, workshops, trainings, and special events and other various outreach opportunities).
- To educate Tennessee citizens (general public including students, formal and non-formal educators, elected officials, public and private agencies, landowners, developers, local citizens, etc.) about our unique water resources statewide, and regional influences upon them.
- To foster and strengthen and expand the statewide partnership of stewardship and water protection practices within all Tennessee watersheds and thusly measurably reduce nonpoint source pollution throughout the state to improve water quality.

### **Project Background:**

Water is our most precious natural resource, and all too often its value is overlooked and under-appreciated. Tennessee has over 60,000 miles of streams, approximately 536,000 acres of lakes and about 787,000 acres of wetlands. Clean water promotes public health, agriculture, manufacturing, recreation, and serves as the foundation of a healthy environment and ecosystem.

The *Discover the Waters of Tennessee* booklet will increase stewardship by providing a firm factual education base about Tennessee waters for students specifically, but also for the general public. Its development and distribution will strengthen and expand partnerships among various water quality professionals by utilizing their expertise and network during this project and through promotion and distribution. This booklet is much anticipated as a unique water public outreach resource that can serve many areas such as formal and non-formal educators, stormwater program managers, watershed groups, citizen organizations, parks and recreation and possibly even the tourism industry.

In addition, the *Discover the Waters of Tennessee* activity booklet is a useful and timely addition to other water quality education products and training from Project WET Tennessee and WaterWorks!. In the years they have been implemented, Project WET/ Tennessee (APSU), and WaterWorks!/ MTSU Ctr for EE have built strong relationships throughout the state and have provided education materials and training for K-12 and adult audiences. Based on this firm network of partners and reliable quality of materials, the *Discover the Waters of Tennessee* project will be well-received and distributed by those who can most use it. Discussions among these groups consistently point to a continuing need for targeted public education materials developed for watershed protection, as well as products that foster public participation and involvement.

### Lead Organization:

**Middle Tennessee State University (MTSU)** - The project will be administered through the MTSU Center for Environmental Education (CEE). In 2007, The Center for EE was the 2007 recipient of the Tennessee Governors Award for Higher Education for its *WaterWorks!* program ([www.TennesseeWaterWorks.com](http://www.TennesseeWaterWorks.com)) which is well-known for its statewide efforts for protecting and promoting water quality and for providing public outreach and environmental education. As part of the developmental process of the new booklet, MTSU will be assembling of TN Leadership Team (~12-15 statewide community members) to aid in research, content and regional data.



**Principal Investigator, Dr. Cindi Smith-Walters**  
Middle Tennessee State University, Biology Dept.  
Center for Environmental Education  
Box 60, Murfreesboro, TN 37132  
Ph (615) 898-5449 Email: [csmithwa@mtsu.edu](mailto:csmithwa@mtsu.edu)  
[www.mtsu/~mtsucee](http://www.mtsu/~mtsucee)

**Project Coordinator, Cynthia Allen**  
Middle Tennessee State University, Biology Dept.  
Center for Environmental Education  
Box 60, Murfreesboro, TN 37132  
Ph (615) 898-2660 Email: [callen@mtsu.edu](mailto:callen@mtsu.edu)  
[www.mtsu/~mtsucee](http://www.mtsu/~mtsucee)

### Cooperating Organizations:



Project WET (Water Education for Teachers) Foundation ([www.ProjectWet.org/](http://www.ProjectWet.org/)) and Austin Peay State University (APSU)/ local Tennessee Project WET are partnering with TDA and MTSU-CEE to develop and produce this booklet.

- Project WET has over 25 years providing water resources education and is internationally recognized for its unique water education curricula that promotes hands-on, interactive engagement as a key component of the learning process. Project WET is implemented world-wide and is active in 42 countries with translations in several languages.
- Materials are proven successful because they are: interactive, multisensory, adaptable, contemporary (teaching 21st century skills including correlating to state standards), relevant, solution-oriented, accurate, science-based and measurable.
- Project WET was awarded: the prestigious Association of Educational Publishers *EdPress* award for excellence in educational publishing; the Independent Publisher Book *IPPY* Awards from the Independent Publishers Association for nearly half of its 31 KIDS titles; and the 2008 Education and Outreach Award for its significant contributions to increased public awareness of water resources development by the Universities Council on Water Resources (UCOWR); and has produced nearly two dozen award-winning publications, including its popular *Kids in Discovery series* student activity booklets, storybooks and educator guides.
- Once produced, *Discover the Waters of Tennessee* will become one of their copyrighted materials and will join the ranks of these award-winning publications.

### Initial Sponsors include:

Keep Tennessee Beautiful, Middle TN Stormwater Coalition, Tennessee Aquarium & various municipalities

### Sponsorship Details :

- Simply sign and mail the attached Letter of Commitment. We will invoice your department/ organization upon receipt. **There is no minimum requirement for sponsorship.** Consider forming regional groups to achieve group sponsorship & logo. Contact us for local organizations (MS4s, watershed groups) to consider partnering with!
  - Sponsors will receive a one-to-one ratio of dollars to booklets.
  - Sponsors contributing a minimum of \$5,000 will have the option of including their organization's logo information on the back of the booklet and will receive 5,000 copies from initial printing.
- **Sponsors will be recognized at teacher conferences and other events** or where booklets are distributed, and on applicable websites.