

2008 Expansion of CCS Team

- ✻ **AMY CASTO** joined the team as an interpreter in Hagerstown.
- ✻ **MICHAEL MELE** joined the Hagerstown team as a facilitator.
- ✻ **RICHARD BRUNDAGE** supported several CCS marketing efforts in 2008. He hit a home run as the author of our winning bid with LMD and Versar for the U.S. EPA Office of Water's Decentralized Wastewater Systems Program.
- ✻ **CHANDLEE TAYLOR** joined CCS as lead counselor at the Nature Camp at Back Creek Nature Park. She was supported by junior counselor, **JULIANA CAPUCO** and assistant program director, **MARCELLA CAPUCO**.
- ✻ **NANCY HILL** joined the Annapolis team in December 2008 as a Program Development Specialist. She will assist in coordination of education programs at Back Creek Nature Park as well as assist with outreach activities for the Maryland Environmental Services project under McCormick Taylor.

2008 Marked Capuco Consulting's Entry into Many New Partnerships

Community Education for EPA Wastewater Systems Program

In a late-summer collaborative marketing effort, LMD (www.lmdagency.com) and Capuco Consulting Services (CCS) prepared what became a winning response to an RFP from the U.S. Environmental Protection Agency (EPA). The request from EPA's Office of Water's Decentralized Wastewater Systems Program called for assistance with community education and outreach. Under the leadership of LMD, with the support of the Capuco Team and Versar, Inc. this multi-year, multi-million dollar award provides CCS with its first contract to directly support the U.S. EPA.



Community Outreach Activities for MD Port Authority

Also during the summer of 2008, CCS successfully partnered with McCormick Taylor (www.mccormicktaylor.com) to win a multi-year contract with Maryland Environmental Service to provide community outreach for dredging activities conducted by the Maryland Port Authority. The Capuco Team, which includes Jennifer Johnson, Carrie Capuco, Michael Mele, and Nancy Hill, will assist with outreach activities in communities where dredging activities are taking place.

Interpretive Programs with Landscape IPM Enterprises

Landscape IPM Enterprises, led by Debby Fiola, partnered with CCS in helping deliver and develop additional interpretive programs for the Hagerstown-Washington County Convention and Visitors Bureau.

Strategic Retreat Facilitation for MD Family Investment Administration

Another new partner who sought assistance from CCS in 2008 was the Maryland Family Investment Administration (MFIA) which provides assistance to Maryland families in need. MFIA stakeholders gathered in Hagerstown in early spring 2008 for a retreat and strategy session under the leadership of CCS facilitator, Susan Amos. One of three held state-wide, the session provided information used to develop long range plans for the agency.

Other New Partnerships in the Works

Other partnerships initiated in 2008 included potential projects with Abt Associates and EA Engineering. Abt Associates applies scientific research, consulting and technical assistance expertise to a wide range of issues in social, economic and health policy (www.abtassociates.com). EA integrates science, engineering and technology to provide solutions for water resource, environmental and regulatory issues (www.eaest.com).

Expansion of Existing Partnerships for CCS in 2008

Columbia Watershed Social Marketing

Starting in May 2008, Versar, McCormick Taylor, and Capuco Consulting began supporting The Columbia Association in development of a watershed management plan. CCS is responsible for the planning and coordination of all stakeholder involvement and stakeholder messaging. Using an innovative social marketing approach endorsed by the U.S. EPA Office of Water and Maryland Department of Natural Resources, all stakeholder groups receive strategic messages soliciting opinions and recommending targeted behavior changes. Multiple messaging tools are used.

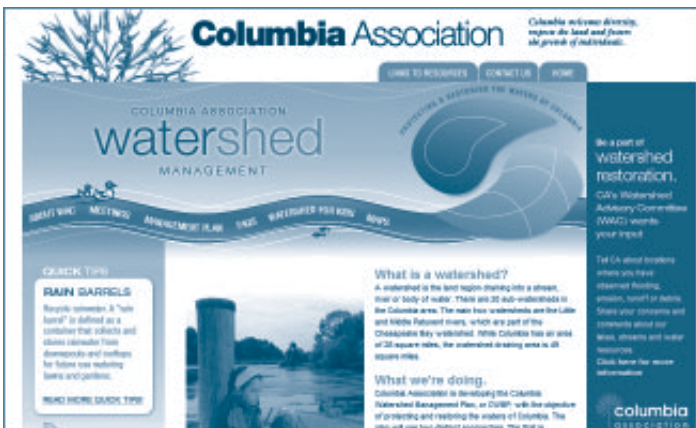
Initially, a traditional stakeholder involvement plan was drafted for review by the local government and a representative group of stakeholders. To ensure coordinated planning, the plan was then offered to the Howard County Environmental Sustainability Commission and Chamber of Commerce for review and buy-in. In addition, officials from the Maryland Department of Natural Resources were consulted on the approach. From that point, a stakeholder messaging strategy was created.

In an effort to depart from a traditional role, The Columbia Association each month has had the Capuco team develop and update a 90-day messaging strategy. The strategy is designed to develop support, gather input from, and communicate concepts to a variety of stakeholders (business, residential, local and state government) on analyses and assessments of multi-media mitigation options for protecting and enhancing the Columbia watershed's biological diversity, water quality, and natural character and landscape. Creative and effective ways to actively communicate and gather information are being used such as narrow casting panels, websites, on-line surveys, targeted messaging, and television as well as traditional public forums. Applying market research and demographic studies to identify likely responsiveness to social marketing efforts, each stakeholder involvement activity is planned for maximum efficiency and effectiveness.

In response to stakeholder comments, messaging efforts are then adapted and adjusted to best reflect the concerns and suggestions offered by stakeholders. Working with the community, the stakeholder involvement activities will ultimately facilitate timely and effective sustainability of watershed enhancement projects.



A community tree planting was one of many targeted behaviors The Columbia Association implemented as part of an overall messaging strategy for stakeholders.



The Columbia Association stakeholder involvement effort is innovative communication of new concepts for stormwater management on residential and commercial properties in the Columbia watershed. As implementation of engineering projects moves forward, new marketing strategies will be developed and effective media applied to convey watershed stewardship behavior messages.

CCS provided content and direction for Columbia's Watershed website designed to engage and involve stakeholders.

Implementation of Patuxent Reservoirs Watershed Protection

In 2008, Capuco Consulting served again as a subcontractor to Versar to support the Patuxent Reservoirs Watershed Technical Advisory Committee facilitating multi-agency planning and reporting and assisting with grant preparation for funding of restoration efforts. Through continuing coordination by the Capuco Team, multiple agencies in three Maryland counties (Howard, Montgomery, and Prince George's) are all making sound progress in developing and implementing programs to protect and enhance the Patuxent Reservoirs watershed.

Installation of a riparian buffer at Reddy Branch Stream Valley Park in Montgomery County occurred in March 2008. Also, throughout the summer, the Capuco Team worked with Howard and Montgomery Soil Conservation Districts to quantify and develop implementation plans to address manure management in small equine operations (those with seven or less animals). Through these efforts, initiatives are being implemented that will result in a reduction in the amount of nutrients entering the Reservoir Watershed equivalent to the production of human waste from a city the size of Salisbury or Cumberland.



Riparian buffer installation at Reddy Branch Stream Valley Park

Hagerstown Walking Tours

April through October of 2008, weekly walking tours of downtown Hagerstown continued to be offered by CCS and the Hagerstown-Washington County Convention and Visitors Bureau. In 2008, the Capuco Team added a Civil War character in addition to our contemporarily dressed guides who escort visitors. Some of the groups who took the guided walking tours included Preservation Maryland Conference attendees and teachers from across the nation seeking continuing education on the Civil War.



Volunteers planting native shrubs at BCNP in the fall of 2008.

Continuing Support for Annapolis Back Creek Nature Park

In December 2008, the long awaited Stormwater Education Center was completed at Back Creek Nature Park (BCNP) in Annapolis. The Capuco Team, which has been involved in the park's development since 1998, was awarded a purchase order to support the park's ongoing education programs through volunteer recruitment, curriculum development, and program planning.

Back Creek Nature Park has evolved into an urban living classroom providing visitors with a unique outdoor experience to observe numerous natural science examples and to engage with hands-on learning opportunities. The interpretive themes that can be examined at the park include:

- Stormwater management
- Shoreline protection
- Habitat recovery and protection
- Native plant application
- "Green practices" in an urban environment
- Stewardship and community service

Experiences may be explored through a casual visit to this city park, through guided tours or pre-planned programs to address specific goals or needs of a group. Anticipated visitors include: Annapolis area residents, local schools, clubs or special interest groups, and tourists. The programs and exhibits at the park are designed to complement the numerous other environmental learning opportunities in Annapolis and Anne Arundel County.



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CAPUCO CONSULTING AND BACK CREEK NATURE PARK: Using Social Marketing to Help Bring About Change

The goal of social marketing is to promote sustainable behavior change rather than sell a product or service. CCS has applied social marketing techniques at Back Creek Nature Park (BCNP) not only to educate but to also help bring about real behavior changes that will restore and protect the Chesapeake Bay watershed. Social marketing needs to be built on a foundation of issue awareness to be truly effective. The audience needs to understand: 1) there is a problem; and 2) they can help solve it.

Even small children know the Bay is in trouble but they, along with many adults, don't know all the issues contributing to the problem and how they can help address them. Seeing is truly believing—that's why CCS worked with the city of Annapolis to help develop demonstration and interpretive areas at Back Creek Nature Park. Vivid communication is one the most effective tools of social marketing. To actually watch water soak into permeable paving is much more powerful than just hearing about it. Pumping water into the trough at BCNP provides a vivid, hands-on demonstration for both children and adults, of the erosion effects of stormwater runoff. The stormwater education stations at BCNP not only present the problems caused by stormwater but also offer ways everyone can help solve them.

As CCS expands its community outreach and education efforts on watershed management, the team will continue to apply social marketing techniques by seeking new and innovative ways to vividly communicate and positively affect behaviors in the Chesapeake Bay watershed.



Permeable paving installation at Back Creek Nature Park, Fall 2008