

San Diego Regional Stormwater Copermittees Education and Outreach Workgroup

Meeting Notes - FINAL

Meeting Facilitator Hilary Ellis (Michael Baker International)

Date	Location	Agenda Summary
08/07/2018 10am to 12pm	City of Chula Vista Public Works Center Conference Room (PWC Lunch Room) 1800 Maxwell Road, Chula Vista, CA 91911	<ul style="list-style-type: none"> • Call to Order & Introductions • Public Comments for Items Not on Agenda • Presentation from Outdoor Outreach • Regional Education and Outreach Campaign • Old Business • Announcements • Next Meeting

ATTENDANCE					
<input checked="" type="checkbox"/>	City of Chula Vista Don Bergeson	<input checked="" type="checkbox"/>	Port of San Diego Melissa Dailey	<input checked="" type="checkbox"/>	County of San Diego Rouya Rasoulzadeh
<input checked="" type="checkbox"/>	City of Carlsbad Bailey Chapman	<input checked="" type="checkbox"/>	City of Coronado Jessie Powell	<input checked="" type="checkbox"/>	City of Escondido Elisa Marrone
<input checked="" type="checkbox"/>	City of Del Mar and City of Solana Beach Amanda Nelson Fiona McHenry-Catchfield	<input checked="" type="checkbox"/>	Outdoor Outreach Ben McCue Ariel Stevens	<input checked="" type="checkbox"/>	Action Research Joey Schmitt Lori Large
<input checked="" type="checkbox"/>	City of Vista Brian Nemerow (Phone)	<input checked="" type="checkbox"/>	City of San Marcos Doug Dowden (Phone)		
<input checked="" type="checkbox"/>	Facilitator (Michael Baker International) Hilary Ellis	<input checked="" type="checkbox"/>	Secretary (Michael Baker International) Victoria Jones-Redding		

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17

1. Call to Order and 2. Introductions

Hilary called the meeting to order.

3. Public Comments for Items not on the Agenda

No members of the public were present.

4. Previous Meeting Summary

- **MOTION: Approve the May 8, 2018, meeting notes as drafted. APPROVED**

Moved by Rouya Rasoulzadeh (County of San Diego)

Seconded by Melissa Dailey (Port of San Diego)

Vote: Passed unanimously

5. New Business

Outdoor Outreach

Ben McCue, Executive Director and Ariel Stevens, Graduate, presented an introduction to Outdoor Outreach. Outdoor Outreach is a non-profit youth organization based out of southeast San Diego. It connects youth to the values of the outdoors and serves 1,700 youth annually from San Diego County through activities and education. Ariel shared her experience as a participant and now as an instructor at Outdoor Outreach.

1 ***Regional Education and Outreach Campaign***

2 Rouya started the discussion to determine interest in developing and promoting an effective,
3 regional campaign message that resonates with the regional audiences. This would be a two-part
4 approach: (1) message and strategy development and (2) implementation of the strategy. A
5 community-based social marketing (CBSM) consultant would be contracted to develop a message
6 and strategy to affect behavior changes to reduce stormwater pollution. Results from previous
7 surveys would be used in the development, as well as input from the Copermittees.

8 The group supported the development of a regional education and outreach campaign and agreed
9 using a consultant would be a good approach.

10 Melissa shared the Port of San Diego has a video focusing on trash and has released it through
11 YouTube, Twitter, and Facebook. Rouya mentioned Orange County is doing an outreach to the
12 community using yard signs.

13 Elisa asked if Action Research could develop the message and strategy. Lori confirmed Action
14 Research can provide message and strategy development but would not be responsible for
15 implementation.

16 Rouya informed the workgroup there is \$50,000 available in this fiscal year's budget that could be
17 used for the regional survey and the regional education and outreach campaign.

18 Elisa mentioned the campaign should be in a tone appropriate for the general public as an audience.

19 The workgroup also discussed the consultant should evaluate the artwork style to be used in the
20 education and outreach campaign.

- 21 • **MOTION: Draft and execute a task order, not to exceed \$50,000, to cover the regional**
22 **survey and development of the regional education and outreach campaign. *APPROVED***

23 Moved by Rouya Rasoulzadeh (County of San Diego)

24 Seconded by Amanda Nelson (City of Del Mar/City of Solana Beach)

25 Approved 9-0

26 **6. Old Business**

27 ***Social Media Plan***

28 The social media person at the Port of San Diego walked Melissa through how to set-up a social
29 media page. Melissa distributed a handout with details. The group discussed Facebook and Twitter
30 would be the starting point, but they would be set up after the regional education and outreach
31 campaign is developed. Elisa suggested the Facebook and Twitter accounts be set up such that
32 general public education is the focus, not technical releases or announcements.

33 ***Watershed Stewardship Program***

34 Hilary summarized the status of the Watershed Stewardship Program based on minutes from the
35 last workgroup meeting. Those in attendance with action items from the previous meeting reported
36 no encouraging interest from outside groups or organizations. Rouya asked if Outdoor Outreach
37 could use the materials. After a quick show of some of the materials, Ben indicated interest in some
38 of the watershed information slides. The group discussed having a disclaimer stating Copermittees
39 need to be notified before materials are used by others. Rouya's contact information is on
40 ProjectCleanWater. The general consensus was to have the Watershed Stewardship Program

1 materials available for anyone to download, with a request on ProjectCleanWater that the
2 Copermittees, through an email or phone call to Rouya, be notified if the materials will be used. The
3 group determined no further formal action will be taken by the Copermittees with respect to the
4 Watershed Stewardship Program.

5 ***Action Research Survey***

6 Lori recapped the discussion from the previous workgroup meeting. The countywide survey will be
7 included in the task order previously discussed under Regional Education and Outreach Campaign.
8 Action Research needs to know who to send the draft survey to for review and the expected
9 timeline. Rouya will lead the Regional Education and Outreach Ad Hoc Committee, including
10 coordination with Action Research on the telephone survey.

11 ***Budget***

12 Rouya provided an update on the current fiscal year budget, including \$22,000 for calendar printing,
13 \$5,000 for events and sponsorships, and \$50,000 for the outreach campaign and survey. Last year,
14 the entire budget was spent.

15 ***Calendar***

16 Elisa provided an update on the 2019 stormwater calendars. The English edition has been checked,
17 and final revisions are being made. The Spanish edition has conflicting input from Copermittees on
18 the language. The group agreed that Elisa can have the final decision on which language is changed,
19 based on majority input already received.

20 The ordering process for the calendars takes about three weeks and will be done through the
21 County.

22 ***Promotional Items***

23 Doug and Jessie will look for promotional items using Creative Printer as the vendor. The group
24 suggested reusable straws, yo-yo's, utensils, and lunch boxes be considered.

25 ***Regional Events***

26 Hallie will coordinate sponsorship of the Coastal Cleanup at \$5,000.

27 The group discussed all materials need to use the ProjectCleanWater logo. Current banners and
28 tablecloths have the previous Think Blue San Diego Region logo. Ideas on how to reuse or repurpose
29 the banners are appreciated.

30 **Announcements**

31 Rouya will be on leave for six weeks. Ruth de la Rosa will be the County contact during that time.

32 There are still future dates for Movies in the Park, at which the Copermittees can have a table and
33 handout promotional items.

34 **Next Meeting**

35 Since the 2019-20 workgroup budget needs to be submitted to the Program Planning Subcommittee
36 in October and other items will be ready for further discussion or action, the next workgroup
37 meeting will be October 3rd, 10a – 12p, at the County of San Diego.

38 Meeting adjourned at 12:00 PM.

1 ACTION ITEMS:

- 2 1. Action Research to provide County of San Diego (Rouya/Ruth) with draft text for regional
3 education and outreach campaign task order to do telephone survey and development of
4 outreach campaign, including social media messaging, artwork style, and implementation
5 plan.
- 6 2. County of San Diego (Rouya, Ruth, Nick) to draft and execute regional education and
7 outreach campaign task order, not to exceed \$50,000.
- 8 3. County of San Diego (Rouya, Ruth) to lead Regional Education and Outreach Campaign Ad
9 Hoc Committee, working with Action Research to have a telephone survey done and
10 regional education and outreach campaign developed.
- 11 4. Hilary to send Copermittees and Outdoor Outreach the direct link for downloading
12 Watershed Stewardship materials.
- 13 5. Doug and Jessie to bring suggestions for promotional items to October Education and
14 Outreach Workgroup meeting.
- 15 6. Elisa to work with previously provided revisions from Copermittees and Spanish translator
16 to determine final edits to Spanish calendar.
- 17 7. County of San Diego (Rouya, Ruth) to order English and Spanish 2019 calendars when final
18 PDFs ready.
- 19 8. Hallie to coordinate Coastal Cleanup sponsorship for \$5,000.