



project clean water

Regional Education and Residential Sources Workgroup Meeting Minutes

July 23, 2008 (10:00 am - 12:00 pm noon)
San Diego County Regional Airport Authority
Teledyne Ryan Conference Room
2701 N. Harbor Drive
San Diego, CA 92101

Attendees:

Sheree Hildebrandt, City of Carlsbad
Marisa Fontanoz, City of Chula Vista
Mike Emerson, City of Encinitas
Deborah Jardin, City of Escondido
Judith Keir, City of Imperial Beach
Cora Long, City of Lemon Grove
Helen Perry, City of Santee
Tim Graham, City of San Diego
Summer Waters, County of San Diego
Mayra Garcia, Airport Authority
Kelly Makley, Port of San Diego
Debbie McAdams, UCCE

I. Introductions

II. Review of Fiscal Year (FY) 2008-09 (08/09) Meeting Schedule and Request for Copermittees to Host Meetings

A draft schedule of proposed meeting dates for FY 08/09 was distributed to the Regional Education and Residential Sources Workgroup for review and comment. It was agreed that the meetings be held bi-monthly. The next meeting is scheduled for *September 17, 2008, City of Encinitas – City Hall, 505 Vulcan Ave, Encinitas, 92024 (in the Lilac Room)*. Future meetings will be posted on the Project Clean Water website.

The Copermittees volunteered to host future meetings as follows:

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|----------------------|------------------------|
| ▪ September 17, 2008 | City of Encinitas |
| ▪ November 19, 2008 | City of Chula Vista |
| ▪ January 21, 2009 | Port of San Diego |
| ▪ March 18, 2009 | County Water Authority |
| ▪ May 20, 2009 | City of San Diego |

III. Review of Draft Regional Education Program Five Year Implementation Schedule

A handout of the Draft Regional Education Program Five Year Implementation Schedule was provided for review. The intent of the draft implementation schedule is to provide a timeline for the

development of a workplan to address items identified in the Regional Residential Education Plan that the group hopes to accomplish in FY 08/09.

There was discussion concerning the recent Regional Outreach Event at the SD County Fair, and how often the group plans to sponsor similar events. Since the event occurred during both fiscal years it was determined that it will be included in both annual reports. FY 2007-08 (07/08) annual report will not be as detailed because much of the information has not been analyzed. Summer will contact Jennifer Nichols Kearns to develop a short narrative for the event to provide to the Copermittees for FY 07/08 annual reporting purposes.

Tim Graham announced that 1,328 Think Blue surveys were collected throughout the event. Other goals were discussed including partnership development, material development, and media outreach.

IV. Review of FY 08/09 Draft Regional Education Workplan

A draft Regional Education Workplan was distributed identifying specific targeted outcomes, the formation of subcommittees and leads, and allocated cost. Discussion concerning the review of each subcommittees' proposed work products prior to production or implementation by the Regional Workgroup was addressed. The Subcommittee lead will generally be expected to manage any contracts associated with their projects. They would proceed with RFP or hiring of consultant in accordance with their jurisdictional regulations. There will be a mechanism in place for them to be reimbursed from the regional funds for the contract. The final Workplan will be due at the end of August at which time everyone should have approval from their supervisor to serve as the lead on any subcommittees they have volunteered to participate in.

The following targeted outcomes were discussed:

1) Develop materials for future regional outreach event

This subcommittee will be responsible for developing and creating regional materials for future regional outreach events that will include promotional giveaway items and brochures. Task could include but is not limited to potentially hiring a consultant for material development. \$75,000 was budgeted and includes funds for sponsorship of a regional event and/or purchase of regional materials. The subcommittee Lead would attend the Regional Education and Residential Sources Workgroup bi-monthly meetings for discussion, approval, and progress on all outreach materials and giveaways.

2) Identify potential partners with regional influence in the following three categories:

- a) Other governmental agencies;
- b) Corporations; and
- c) Non-governmental Agencies (NGOs).

This subcommittee will be responsible for the development of a document outline recommending partnerships and associated activities. The funds in the Partnership Development were split with the Underserved Target Audience Subcommittee since these duties will likely involve partnership development as well. \$5,000 was budgeted for this targeted outcome. The subcommittee Lead would attend the Regional Education and Residential Sources Workgroup bi-monthly meetings for discussion, approval, and progress on regional partnerships.

3) Complete regional Think Blue Brand development and Branding Manual

The City of San Diego has taken the lead on the branding and the branding manual is almost complete. \$3,500 was budgeted to cover the production of the binders and digital artwork that would serve to each Copermmittee for marketing and production of future outreach materials. The subcommittee Lead would attend the Regional Education and Residential Sources Workgroup bi-

monthly meetings for discussion, approval, and progress on the development and completion of the Think Blue Brand development and Branding Manual.

4) Conduct a regional residential random digit dial telephone survey

This subcommittee will be responsible for implementing the regional telephone survey and reporting results to the Workgroup. \$51,000.00 was budgeted to cover consultant fees that would conduct the telephone survey. The subcommittee Lead would attend the Regional Education and Residential Sources Workgroup bi-monthly meetings for discussion, approval, and progress on the development and completion of the survey.

5) Begin development of regional website

This subcommittee will be responsible for a regional brand Think Blue website. It was discussed that it would be serve as a resource portal that would direct the public to various websites through the use of links that would include but not limited to Copermittees website, project clean water, and NGOs to name a few. It would also include our mission statement. \$10,000.00 was budgeted for the development of the Regional website and also includes funds to potentially hire a web consultant. The subcommittee Lead would attend the Regional Education and Residential Sources Workgroup bi-monthly meetings for discussion, approval, and progress on regional partnerships.

6) Begin development of Spanish language outreach strategy and materials

The subcommittee will implement strategies to reach the underserved target audiences and find creative approach to reach out those underserved communities. \$5,000 was budgeted for this task. The subcommittee Lead will would be responsible to attend the Regional Education and Residential Sources Workgroup bi-monthly meetings for discussion, approval, and progress of the outreach materials.

7) Develop and implement Mass Media campaign and initiate a Public Relations campaign

This is the largest budget item and an important component of the regional education program. This subcommittee will be responsible for determining the types of media outreach the Workgroup should pursue. A Media Buyer may be hired to assist with this task. \$100,000 was budgeted for this task. The subcommittee Lead would be responsible to attend the Regional Education and Residential Sources Workgroup bi-monthly meetings for discussion, approval, and progress.

8) Determine effectiveness of Year 1 regional outreach event based on survey data and other input. Provide suggestions for Year 3 survey. Staff time will be compensated reporting details will be provided soon to Copermittees as it becomes available.

V. Call for subcommittee chairs and members

Summer called for subcommittee to unite to carry out the targeted outcomes listed above. The goal is to get Copermittees involved and encourage progress at the Regional Education and Residential Sources Workgroup meetings. Copermittees tentatively volunteered to lead the following subcommittees:

Subcommittees	Tentative Subcommittee Lead(s)
Regional Brand	City of San Diego
Regional Website	Port/City of SD/Airport Authority
Mass Media and Public Relations	Vacancy
Materials Development & Distribution	City of Oceanside
Underserved Target Audience	City of Carlsbad

Market Research & Assessment Tools	City of San Diego
Partnership Development	County of San Diego

VI. Discussion of Potential Partnerships and Activities

Collaboration with the Master Gardeners was discussed as a continued collaboration with San Diego County Water Authority (SDCWA). Any partners or partnership activities would have to have regional influence in order to be suitable and ensure compliance with the Regional Residential Education Program.

VII. Announcements

During the group the announcement portion of the meeting the group discussed the following events (URL links are attached):

City of Chula Vista: 8/17/08 Go Green & Clean Kids Day 1:00 p.m. to 4:00 p.m.

<http://www.chulavista.gov/clean/SpecialEvents/details.asp?EventID=1916>

SD County Airport Authority: 8/16/08 30-Days of Blue (80th Anniversary) 10:00 a.m. to 3:00 p.m.

http://www.san.org/airport/30Days_of_Blue.asp

UCCE: San Diego Science Festival <http://www.sdsciencefestival.com/>