



project clean water

**Outreach Workgroup
Minutes
September 19th, 2007 (10:00 am-12 noon)
San Diego County Water Authority
4677 Overland Avenue
Board Conference room**

The Outreach Workgroup collaborates on
a regional stormwater outreach and education program.

Attendees:

Summer Waters, County of San Diego
Veronica Archer, County of San Diego
Ruth De La Rosa, County of San Diego
Kristine Rygiel, City of Encinitas
Cecilia Lyon, City of Coronado
Kelly Makley, Port of San Diego
Judith Keir, City of Imperial Beach
Tim Graham, City of San Diego
Jennifer Nichols Kearns, City of San Diego
Laura McIntire, Solana Center
Roger Morrison, City of Poway
Brian Swagerty, SDCOE
Crystal Najera, PBS& J City of Del Mar
Deborah Jardin, City of Escondido

Craig Bonner with the City of El Cajon was initially on the agenda to speak about a conference he attended in Phoenix. He was unable to attend the meeting because of a motor cycle accident in which he broke his ankle. The Outreach Workgroup wishes Craig a full and speedy recovery!

I. Introductions

II. The Regional Residential Education Plan:

The Outreach Workgroup agreed to begin focusing efforts on incorporating the Recommended Strategies and Tasks into the Standardized Format. Future discussion will revolve around developing Methods, Approaches and Activities.

Draft Strategies and Tasks	
Strategies	
1.	Maintain a Consistent Image and Brand
2.	Identify Target Audience and Pollutant Generating Sources and Activities
3.	Use Positive Messages to Change Behaviors
4.	Pursue Multi-faceted Advertising and Media Coverage Campaign
5.	Develop Assessment Strategies
Tasks	
1.	Standardize the Think Blue Brand or Create Another Brand
2.	Build a Regional Website
3.	Develop Community Partnerships to Leverage Resources
4.	Conduct Regional Advertising, Mass Media and Public Relations
5.	Analyze Market Research to Develop Baseline Data
6.	Apply Measurement Tools to Assess Effectiveness of Programs

Approved Methods & Approaches	
1.	Maintain a Consistent Image and Brand
2.	Use Positive Messages to Change Behaviors in Identify Target Audience
3.	Develop Community Partnerships to Leverage Resources
4.	Develop Assessment Strategies for program effectiveness

Proposed Activities to be considered in implementing Approved Methods & Approaches	
1.	Standardize the Think Blue Brand or Create Another Brand
2.	Build a Regional Website
3.	Pursue Multi-faceted Advertising and Media Coverage Campaign
4.	Analyze Market Research to Develop Baseline Data
5.	Apply Measurement Tools to Assess Effectiveness of Programs

The TRG report “Recommended Options for the San Diego Regional Stormwater Educational Program” was Approved by unanimous vote to be accepted as a completed work product. See the above table for clarification on which “Recommendations” are being pursued from the report.

Topics for future discussion:

- **Have a regional website and hotline**
- **Clarify what is meant by “Target Audience”**

Additional idea from the Outreach Workgroup:

- **Hire a Community Based Social Marketer who would attend our meetings and give feedback**

III. Round Table:

Brian Swagerty~ Splash Lab and Green Machine will be more interactive with an updated, more relevant curriculum. The new Splash Lab will be on line in January.

Roger Morrison~ Poway held it's Community Day with a focus on water conservation and making people aware that the stormdrain is separate than the sewer system.

Judith Kier~ Imperial Beach is taking a pro active approach to educate and work with the community to keep trash out of the Storm drain. They have had success with a historical problem apartment building site.

Jennifer Nichols Kearns~ City of SD has hired a consultant to do a CBSM study of litter/trash and pet waste habits in 2 communities.

IV. Adjourn