

San Diego Regional Stormwater Copermittees Education and Outreach Workgroup

Meeting Notes

Meeting Facilitator Madison Roberts (Michael Baker International)

Date	Location	Agenda Summary
05/08/2018 10 AM to 12 PM	County of San Diego 5510 Overland Avenue, 4 th Floor Large Conference Room, A-472 San Diego, CA 92123 <i>Dial-in number also provided</i>	<ul style="list-style-type: none"> • Call to Order & Introductions • Public Comments for Items Not on Agenda • Previous Meeting Summary • Budget Review and Update • Social Media Marketing Strategy Discussion • Watershed Stewardship Program Re-purposing • Old Business • Announcements • Next Meeting

Meeting Attendance:

- | | | | |
|---|---|--|--|
| <input checked="" type="checkbox"/> City of Santee
Cecilia Tipton
Lauren Lindham | <input checked="" type="checkbox"/> City of Encinitas
Chamomile Meadow | <input checked="" type="checkbox"/> City of Chula Vista
Don Bergeson | <input checked="" type="checkbox"/> City of San Marcos
Doug Dowden |
| <input checked="" type="checkbox"/> City of Escondido
Elisa Marrone | <input checked="" type="checkbox"/> City of Carlsbad
Hallie Thompson | <input checked="" type="checkbox"/> County of San Diego
Rouya Rasoulzadeh
Nick del Valle | <input checked="" type="checkbox"/> City of Oceanside
Zuzan Chudicek |
| <input checked="" type="checkbox"/> City of San Diego
Joseph Cosgrove | <input checked="" type="checkbox"/> City of El Cajon
Chay Lou | <input checked="" type="checkbox"/> Port of San Diego
Melissa Dailey | <input checked="" type="checkbox"/> City of Imperial Beach
Wbaldo Arellano |
| <input checked="" type="checkbox"/> City of Coronado
Jessie Powell | <input checked="" type="checkbox"/> Action Research
Lori Large
Joey Schmitt | <input checked="" type="checkbox"/> City of Del Mar and City of Solana Beach
Amanda Nelson | |
| <input checked="" type="checkbox"/> Facilitator (Michael Baker International)
Madison Roberts | | <input checked="" type="checkbox"/> Secretary (Michael Baker International)
Hilary Ellis | |

- 1 **1. Call to Order & Introductions**
- 2 Madison Roberts called the meeting to order.
- 3 **2. Public Comments for Items Not on the Agenda**
- 4 No members of the public were present.

1 **3. Previous Meeting Summary**

2 No changes or amendments were made to the February 6, 2018, meeting notes.

3 *MOTION:* Approve the previous meeting notes.

- 4 • Moved by: Chamomile Meadow (City of Encinitas)
- 5 • Seconded by: Rouya Rasoulzadeh (County of San Diego)
- 6 • Vote: Passed unanimously

7 **4. Budget Review and Update**

8 After accounting for funds spent, including new promotional items and regional events, the Workgroup
9 has \$14,654 remaining for the current fiscal year. Any funds not committed will most likely be credited
10 back to the Copermittees at the beginning of the next fiscal year.

11 **5. Social Media Marketing Strategy Discussion (Social Media Ad Hoc Committee)**

12 The Social Media Ad Hoc Committee handed out a draft schedule of posting ideas for social media
13 marketing. The thought is a regular posting would be done each week. One suggestion is to have a “What
14 Is” series to cover what is a watershed, an MS4, the difference between them, or cover what is Low Impact
15 Design (LID), treatment control BMPs, trash BMPs, etc. Examples of related posts done by the Port of San
16 Diego were shared.

17 Social media outreach would begin with Facebook and Twitter. Once sufficient images are collected, social
18 media posts could be done on Instagram.

19 The Marketing Department at the Port of San Diego posts about their sponsored events. A regional
20 Facebook or Twitter account could easily share those. The same could be done with postings from other
21 cities in the region. Copermittees should relay any additional thoughts or suggestions on types of posts to
22 the Social Media Ad Hoc Committee. Hallie Thompson (City of Carlsbad) commented the San Diego County
23 Water Authority uses WaterWise, so storm water outreach should prevent mixed messaging by using
24 other phrases or word combinations, such as Fresh Water Friday or Storm Water Saturday.

25 Rouya Rasoulzadeh (County of San Diego) asked how a regional account would be monitored to ensure
26 inappropriate comments are not posted by others. Melissa Dailey (Port of San Diego) explained the page
27 manager would be set to receive notifications for each comment, message, or sharing. The persons
28 selected as page managers would monitor the comments.

29 The next step is to develop a Standard Operating Protocol (SOP) for social media marketing for regional
30 education and outreach. The SOP would include language for the “About Us” social media section and
31 who will be page managers. The SOP should also include the tone that should be used in social media
32 posts. The tone should be appropriate for talking directly to people, and indicate what type of language
33 (e.g., colloquial) or technical terms should be used. For social media posts, calls to action usually work
34 well. The SOP also should include the list of agencies to “follow” or “like” on social media and address
35 standards for deciding if or which non-governmental organizations (NGOs) are included in the list. The
36 Social Media Ad Hoc Committee will draft the SOP and present it at the August meeting.

1 Once the SOP is established and the social media pages are created, ProjectCleanWater.org would provide
2 a link to the “About Us” social media sections.

3 Cecilia shared the City of Santee tried created a Facebook page for their stormwater program and had
4 difficulty getting followers since there are competing pages, like Parks and Recreation and a main city
5 page. The Social Media Marketing Ad Hoc Committee should have a strategy that considers how to get
6 more followers to ensure efforts are worthwhile. The Social Media Ad Hoc Committee will also need to
7 determine how a Facebook page will be created since Facebook requires an email address for account
8 creation. Melissa mentioned a pseudonym, like Susie Stormwater, could be used. Elisa Marrone (City of
9 Escondido) commented that is an option but would be a big undertaking to create a new voice to present
10 the messages.

11 **6. Watershed Stewardship Program Re-purposing Discussion**

12 At the previous Education and Outreach Workgroup meeting, Cecilia shared the City of Santee’s
13 experience with the Watershed Stewardship Pilot Program. The workgroup discussed taking the
14 materials and re-purposing them. Ideas included downsizing the content to make the program less than
15 four separate courses for people to attend, as four times and a field outing demand significant time and
16 dedication. The Watershed Stewardship Pilot Program developed good, self-explanatory material but
17 the delivery needs to be re-envisioned. The files are available on ProjectCleanWater.org
18 (<http://www.projectcleanwater.org/download/stewardship-pilot-program-files-2016-2017/>).

19 The group discussed providing the materials to someone familiar with engaging the community (e.g.,
20 scouts, teachers) and rolling the materials into the social media marketing strategy.

21 The discussion around providing materials to schools or teachers included:

- 22 • Provide the materials to science teachers, have them do one of the lesson plans, and allot the
23 remaining funds from the Watershed Stewardship Pilot Program into sponsoring a field trip for
24 the class(es) that completed the lesson plan.
- 25 • Coordinate one field trip for multiple classes with notification to teachers two or more months
26 in advance.
- 27 • Have teachers submit ideas for field trips or rewards for completing the lesson plans.
- 28 • Partner with local conservancies, watersheds groups, or community groups to arrange field
29 trips.
- 30 • Keep stormwater lessons short since the State Education Board has to approve regular lesson
31 plans.
- 32 • Donate the budgeted funds to an existing group to implement the program by incorporating the
33 stormwater information into their programs and/or tours.

34 The discussion around including the materials in the social media marketing strategy included:

- 35 • The materials are geared to all ages, not just school-age children.
- 36 • Something could be set up online to allow someone to go through the course materials on their
37 own and participate in an all-ages field trip.
- 38 • All-ages field trips for online completion could be done quarterly or twice a year.

- 1 • Field trips should move around the County year to year, not be focused in one spot every time.

2 The workgroup discussed reaching out to schools and local organizations to gauge interest:

- 3 • Cecilia is meeting with the Santee School District at the end of May to present on stormwater.
4 • Joann Branch (San Diego County Office of Education) indicated at a previous Program Planning
5 Subcommittee meeting that all school districts are making good efforts to incorporate
6 stormwater concepts within their campuses. Joann Branch would be a good contact to discuss
7 support for rolling this out through the schools.
8 • Cecilia has reached out to the San Diego River Conservancy and River Park Foundation before.
9 They are open to the concept but concerned the addition of stormwater pollution prevention
10 may distract from their ultimate goals or objectives.
11 • Partnering with existing community groups would need to convince the groups how adding
12 stormwater pollution prevention to their programs would enhance their programs, not distract
13 from them.
14 • The City of Carlsbad already funds watershed education with the SWPPP Team in their schools.
15 • I Love a Clean San Diego and the Solana Center for Environmental Innovation also already
16 include watershed-related education in their programs. The Watershed Stewardship Pilot
17 Program materials could possibly be rolled into those existing programs.

18 The next steps would be to contact schools to determine their receptiveness to including the Watershed
19 Stewardship Pilot Program materials in their classrooms in return for a field trip and to contact local
20 conservancies or other community groups to find out their interest in adding stormwater pollution
21 prevention to their programs or tours.

- 22 • Chamomile volunteered to contact some teachers.
23 • Zuzan volunteered to contact teachers/school district in the City of Oceanside.
24 • Cecilia volunteered to follow up with the San Diego River Conservancy.
25 • Doug volunteered to contact the Latter-Day Saints (LDS) Church. The LDS Church is always
26 looking for new community-based programs, and they are a county-wide organization. The LDS
27 Church is highly connected with the Scouts. Scouts looking for merit badges can take a program
28 idea, enhance it, recruit participants, and accomplish things with a little guidance.
29 • Doug suggested having a blurb on ProjectCleanWater.org about the Watershed Stewardship
30 Program materials available and a standard email to send to potential partners.

31 Hallie commented the workgroup needs to be careful of the appearance of a regional workgroup
32 funneling money toward specific foundations, conservancies, or school districts. Some Copermittees are
33 already paying for watershed education in their districts. As a regional workgroup, it needs to be clear
34 that the workgroup is not isolating funding to specific areas and is fulfilling its regional commitment.
35 Calling this re-envisioning of the program another pilot program would insulate the risk of people
36 perceiving any groups are singled out preferentially.

37 Elisa raised the issue of motivation or incentives to get participation from the public. The workgroup
38 discussed that different groups have different motivations. For example, in some organizations, like
39 Scouts, there is a requirement to get involved in the community and this type of program would meet

1 that requirement. For school participation, the incentive could be a field trip as previously discussed.
2 Teachers may also have other ideas for incentives or motivation. For others, having a swag bag may be
3 enough incentive to get participation. Or, if it is an appropriate expenditure of funds, an incentive could
4 be a high end promotional item, an award plaque, a gift basket, a gift card, or passes to theme parks.
5 Local restaurants or theme parks may also be able to donate incentives. Chamomile volunteered to
6 bring ideas for incentives to the August workgroup meeting.

7 **7. Action Research – Voter Survey Study Presentation**

8 Nick introduced Action Research, which is a community-based social marketing firm from Oceanside.
9 The Copermittees have worked with Action Research on surveys in 2009 and 2014. They are now
10 presenting results from their latest survey.

11 Joey described two surveys Action Research has previously done for the Copermittees. In 2009 and
12 2014, Action Research conducted telephone surveys with registered voters in the unincorporated areas.
13 Each survey included about 500 residents and covered topics like litter behaviors, yard behaviors
14 (pesticides, fertilizer, washing cars on lawns), pet waste, knowledge about stormwater being untreated,
15 perceptions, behavior changes they could make to protect stormwater, different pollution websites and
16 hotlines they might use to report pollution or get more information, and who in their community they
17 think are responsible for pollution. Usually, responses are “I’m not littering but my neighbor is.”

18 Action Research has also done three county-wide surveys (not limited to the unincorporated areas) in
19 2009, 2011, and 2015. Those surveys each included about 800 residents through random digit dialing.
20 Several topics from the unincorporated area surveys were repeated, as well as awareness of the
21 ThinkBlue brand and the respondents’ preferred communication method(s).

22 Action Research uses a standard process to create and implement a survey, beginning with research
23 questions to find out what the client wants to learn from the survey and identification of the target
24 audience(s). Then, Action Research determines the best survey method and sampling method to reach
25 the target audience(s).

26 Action Research needs the Copermittees to discuss the research questions and target audience(s) to
27 start the process. There are some consistent questions included in previous surveys conducted for the
28 Copermittees, especially stormwater system awareness and pet waste behaviors. Surveys are typically
29 less than 15 minutes, and Action Research can usually get three to four questions done in one minute.

30 The workgroup informed Action Research the stormwater system awareness questions should be kept
31 the same to allow evaluation of progress from year to year. There are specific questions included in the
32 workgroup’s 5-year work plan that are to be asked in each survey to use for long-term statistics. The
33 workgroup also discussed that bacteria is a prime watershed issue, and monitoring results have shown
34 the source is not pet waste but is human fecal matter. Significant human contributions to bacteria are
35 most likely from transient encampments. Residents may not realize how homeless encampments affect
36 the environment. Trash and litter, including cigarette butts and plastics, would be another topic of
37 concern. The workgroup also discussed expanding the survey from a residential focus to also include
38 commercial outreach. A possible question would be along the line of “At your workplace, is there
39 awareness of stormwater issues?” to find out if stormwater is addressed outside the residential sphere.

1 Rouya explained the funds for the survey are for Fiscal Year 2018-19. The plan is to initiate the survey at
2 the beginning of the fiscal year.

3 The workgroup agreed the survey needs to be countywide and equally interspersed throughout the
4 region and include cell phones and landlines. Action Research can give estimates of how to meet
5 distribution percentages if the Copermittees provide the desired distribution.

6 Lori will provide Madison a table listing the topic areas and questions. Madison will distribute the table
7 and the last survey results for discussion via email.

8 **8. Old Business**

9 ***Calendars***

10 Elisa passed around one color print each of the English and Spanish 2019 calendar drafts. There are a
11 few typos that will be corrected, and a few issues that require workgroup discussion.

12 In the past, the workgroup had decided holidays in the calendar would only reflect official State of
13 California holidays, which does not include Mother's Day, Halloween, and others that could be handy
14 references for people. If the workgroup wants to include different holidays than the official State of
15 California list, more discussion is needed to determine which holidays to include. The workgroup
16 discussed using the Google/Outlook USA calendar list of holidays or include what schools commonly
17 include. Elisa will make list and send out for input from those interested.

18 Another outstanding issue with the calendars is the Spanish translated text. The calendars are not the
19 first Spanish materials produced by the workgroup; neighborhood guides, coloring books and previous
20 calendars have been distributed in Spanish. For the first Spanish text distribution, workgroup members
21 took the translation provided by a professional and then debated and changed vocabulary. After that,
22 the workgroup stayed with what was provided by the professional translator. Feedback has contradicted
23 – some say it is hard to understand, others say it is perfectly understandable. Some informal feedback
24 has been the language was too technical and would need a college-educated person to understand it.
25 Specific words, like watershed and storm drain, could be said in different ways and keep the same
26 message.

27 The other item for workgroup discussion is whether or not to include pools as a topic for one of the
28 months. The workgroup informally voted on the graphics and topics to include in the calendar. The pool
29 graphic was high enough in the vote result to make the top 12. Since not all jurisdictions handle pools
30 the same (i.e., some jurisdictions do not allow pool water discharges at all; others allow pool water
31 discharge under certain conditions), the language in the calendar is made to be general and includes
32 direction to contact the local jurisdiction. The workgroup decided to remove the pool graphic from the
33 calendar. The next highest votes from the informal survey are pesticide overuse, plastic recyclable items,
34 overfeeding plants (fertilizer), sweep/don't hose off outdoors, and overflowing trash cans. Elisa will
35 select one of those topics to replace the pool in the 2019 calendars.

36 Rouya had some additional comments on the draft calendars. For the ProjectCleanWater.org logo on the
37 bottom of each page, the logo should be the one without the words around the outside. The February

1 solution is wordy and uses inconsistent terms. Elisa volunteered to revise the February solution.
2 Workgroup members with additional comments can email Elisa no later than June 1.
3 Elisa reminded the workgroup that all artwork is available for all to use. Cecilia will send the JPG files to
4 Rouya for uploading to ProjectCleanWater.org.

5 ***ProjectCleanWater.org Website***

6 Photos can be rotated on the home page of the Education and Outreach Workgroup on
7 ProjectCleanWater.org. Good quality images can bring more interest and life to the website. Rouya will
8 ask the consultant for the minimum quality requirements.

9 ***Promotional Items***

10 The selected promotional items have been ordered and are available now. Copermittees are to collect
11 them at the end of the meeting.

12 ***Regional Events/Sponsorships***

13 This fiscal year, the Copermittees have done the Creek-to-Bay sponsorship as well as Movies in the Park.
14 Hallie has been in touch regarding sponsorship for the San Diego County Fair. It would be a customized
15 sponsorship. At this time, website placement is possible but probably not printed banners or trash
16 receptacles. The workgroup is generally interested in the San Diego County Fair sponsorship since there
17 are funds remaining for the current fiscal year for sponsorship.

18 *MOTION: Authorize a \$5,000 maximum sponsorship for the 2018 San Diego County Fair with customization*
19 *to be decided by Hallie Thompson (City of XXX).*

- 20 • Moved by: Cecilia Tipton (City of Santee)
- 21 • Seconded by: Rouya Rasoulzadeh (County of San Diego)
- 22 • Vote: Passed unanimously

23 Hallie asked if any documentation, specifically tax documentation, is necessary for record keeping when
24 outreach materials are given to other groups for distribution (e.g., giving pet waste bags to the Humane
25 Society). Rouya will ask Stephanie Gaines (County of San Diego) if there is a need for documentation.

26 ***Task Assignments/Leads***

27 Madison will send out an update on task assignments and leads after this meeting with new tasks and
28 continuing tasks that have not been fully resolved.

29 **9. Announcements**

30 Chamomile distributed previously printed What's Cooking guides. They are an easy outreach tool used
31 for restaurants in the past.

32 Chamomile announced that gas-powered mowers or weed whackers can be turned in for low-cost
33 electric replacements through the San Diego County Air Pollution Control District.

1 Copermittees are asked to send other event announcements either through the group email distribution
 2 list or to the Meeting Facilitator for distribution to the group.

3 Rouya reminded the workgroup that CASQA is looking for outreach topics for conference presentations.
 4 The deadline for submission is May 21 at noon.

5 **10. Next Meeting**

6 The next meeting will be in August. The City of Chula Vista volunteered to host since the previous
 7 meeting was in Carlsbad. After August, the next quarterly meeting should be in a location in the central
 8 part of the County. The quarterly meeting after that should be in North County. The City of Encinitas
 9 volunteered to be the next North County location.

10 Meeting adjourned at 12:02 PM.

11 **Task Assignments/Leads**

Task #	Description	Lead(s) / Responsible Party(ies)	Due
1	Social Media Ad Hoc Committee to write a Standard Operating Protocol (SOP) for social media approach and marketing to be presented at the next workgroup meeting (August).	Social Media Ad Hoc Committee: <ul style="list-style-type: none"> • Melissa Dailey (Port of San Diego) • Amanda Nelson (Del Mar/Solana Beach) • Rouya Rasoulzadeh (County of San Diego) 	08/07/2018
2	All Copermittees to review the rough draft social media posts and provide additional thoughts to Melissa Dailey (Port of San Diego), Amanda Nelson (Cities of Del Mar and Solana Beach), and Rouya Rasoulzadeh (County of San Diego).	All Copermittees	08/07/2018
3	Melissa Dailey (Port of San Diego) to ask the Port of San Diego’s marketing department how they were able to set up a Facebook page, including what email account to use as the originating source, how multiple administrators are allowed to access the site, and their approach to monitoring for inappropriate content being posted.	Melissa Dailey (Port of San Diego)	August workgroup meeting
4	Cecilia Tipton (City of Santee) to contact the San Diego River Conservancy about the potential for partnering by including elements of the Watershed Stewardship Program in their existing	Cecilia Tipton (City of Santee)	August workgroup meeting

Task #	Description	Lead(s) / Responsible Party(ies)	Due
	programs and possibly receiving funding assistance for folding in the program. Cecilia also to inquire about incentives the San Diego River Conservancy has used to increase participation by the community. Cecilia to report back at the next workgroup meeting (August).		
5	Cecilia Tipton (City of Santee) and Zuzan Chudicek (City of Oceanside) to contact school districts about potentially including elements of the Watershed Stewardship Program in the school programs, by having classrooms participate by the teachers giving presentations based on the Watershed Stewardship Program materials and being rewarded with a field trip. Hallie also to inquire about incentives that could be used to increase participation by the students. Cecilia and Zuzan to report back at the next workgroup meeting (August).	Cecilia Tipton (City of Santee) and Zuzan Chudicek (City of Oceanside)	August workgroup meeting
6	Doug Dowden (City of San Marcos) to contact the LDS Church about the potential for their involvement in a re-work of the Watershed Stewardship Program, including gaging interest and inquiring about incentives that could be used to increase participation. Doug to report back at the next workgroup meeting (August).	Doug Dowden (City of San Marcos)	August workgroup meeting
7	Chamomile Meadow (City of Encinitas) to bring ideas to the next workgroup meeting (August) about possible incentives to increase community participation in activities like the Watershed Stewardship Program.	Chamomile Meadow (City of Encinitas)	August workgroup meeting
8	Lori Large (Action Research) to send Madison Roberts (Facilitator) a table with the list of potential topic areas and questions for a county-wide phone survey.	Lori Large (Action Research)	BEFORE August workgroup meeting
9	Madison Roberts (Facilitator) to send to the workgroup the last Action Research survey report and the topic table from Lori Large to coordinate e-mail discussion of the questions to be included in the next county-wide phone survey.	Madison Roberts (Facilitator)	BEFORE August workgroup meeting

Task #	Description	Lead(s) / Responsible Party(ies)	Due
10	All Copermittees to review questions for the next county-wide phone survey and decide if they would like to include different questions.	All Copermittees	August workgroup meeting
11	Elisa Marrone (City of Escondido) to create a list of holidays for inclusion in the 2019 stormwater calendar, email the holiday list to interested persons on the workgroup, and finalize the holidays to be included in the 2019 stormwater calendar by June 1.	Elisa Marrone (City of Escondido)	June 1
12	Elisa Marrone (City of Escondido) to email the Spanish calendar text to all workgroup members in attendance at the 5/8 meeting. Workgroup members are to reply to Elisa with suggested word changes by June 1.	Elisa Marrone (City of Escondido) and all workgroup members at 5/8 meeting	June 1
13	Elisa Marrone (City of Escondido) to select the replacement artwork and text for pools in the 2019 calendars, based on previous votes by the workgroup.	Elisa Marrone (City of Escondido)	June 1
14	All Copermittees to review the draft English and Spanish calendars and provide revisions/comments to Elisa Marrone (City of Escondido) by June 1.	All Copermittees	June 1
15	Cecilia Tipton (City of Santee) to send Rouya Rasoulzadeh (County of San Diego) the jpg files for all artwork available for use by the Copermittees for education and outreach. Rouya to make the files available through ProjectCleanWater.org.	Cecilia Tipton (City of Santee) and Rouya Rasoulzadeh (County of San Diego)	August workgroup meeting
16	All Copermittees to provide good quality photos to Rouya Rasoulzadeh (County of San Diego) for rotation on the workgroup's page on ProjectCleanWater.org.	All Copermittees	Ongoing
17	Rouya Rasoulzadeh (County of San Diego) to ask ProjectCleanWater.org consultant for minimum quality requirements for having photos on the website.	Rouya Rasoulzadeh (County of San Diego)	August workgroup meeting
18	Hallie Thompson (City of Carlsbad) to work with San Diego County Fair on a regional sponsorship, not to exceed \$5,000.	Hallie Thompson (City of Carlsbad)	May 31

Task #	Description	Lead(s) / Responsible Party(ies)	Due
19	Madison Roberts (Facilitator) to email to workgroup the update on task assignments and leads.	Madison Roberts	Before August workgroup meeting
20	Rouya Rasoulzadeh (County of San Diego) to find out if any tax documentation is needed for recordkeeping purposes when promotional items are given to other organizations (e.g., Humane Society).	Rouya Rasoulzadeh (County of San Diego)	August workgroup meeting
21	All Copermittees to send announcements of events by email to either Rouya Rasoulzadeh (County of San Diego) or Madison Roberts (Facilitator) for general distribution to the region.	All Copermittees	Ongoing
22	All Copermittees to consider submitting outreach topics for the 2018 CASQA conference. Abstracts are due May 21 at noon.	All Copermittees	May 21

1