

San Diego Regional Stormwater Copermittees Education and Outreach Workgroup

Meeting Notes - **FINAL**

Meeting Facilitator: Miguel Avalos (Michael Baker International)

Date	Location	Agenda Summary
05/08/2019 10:02 am to 11:39 am	County of San Diego 5510 Overland Drive Conference Room 451 San Diego, CA 92123	<ul style="list-style-type: none"> • Noxious Weed Awareness • Action Research Messaging Concepts • Marketing Campaign RFP Next Steps • Current FY Budget Update and Review

ATTENDANCE					
<input checked="" type="checkbox"/>	City of El Cajon Chad Lou	<input checked="" type="checkbox"/>	City of Escondido Elisa Marrone (Phone)	<input checked="" type="checkbox"/>	County of San Diego Rouya Rasoulzadeh René Vidales Gladys Gonzales
<input checked="" type="checkbox"/>	City of Del Mar and City of Solana Beach Fiona McHenry-Crutchfield	<input checked="" type="checkbox"/>	City of Chula Vista Kimmy Valenzuela (Phone)	<input checked="" type="checkbox"/>	City of Vista Jon Nottage Brian Nemerow (Phone)
<input checked="" type="checkbox"/>	Port of San Diego Melissa Dailey Tiffany Nguyen	<input checked="" type="checkbox"/>	City of Santee Cecilia Tipton	<input checked="" type="checkbox"/>	City of San Diego Anthony Santacroce Annica Ly
<input checked="" type="checkbox"/>	City of Carlsbad Hallie Thompson (Phone)	<input checked="" type="checkbox"/>	City of Oceanside Zoe Sebright	<input checked="" type="checkbox"/>	Facilitator (Michael Baker International) Miguel Avalos
<input checked="" type="checkbox"/>	Secretary (Michael Baker International) Aaron Barrall				

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2 **1. Call to Order**

3 Miguel Avalos (Facilitator) called the meeting to order.

4 **2. Introductions**

5 Attendees introduced themselves by name and jurisdiction.

6 **3. Public Comments for Items not on the Agenda**

7 *René Vidales and Gladys Gonzales (County of San Diego):* René and Gladys oversee structural BMPs for
 8 the County and are responsible for outreach to property owners. They have brochures and a website for
 9 outreach and oversee maintenance letters/annual certification for low priority BMPs. A common
 10 problem they encounter is the removal of structural BMPs and replacement with hardscape within
 11 private properties. The County Structural BMP team would like to work with the Education and
 12 Outreach Workgroup to educate property owners about structural BMPs. René proposed to add
 13 structural BMP education as an agenda item on the workgroup calendar. He would also like to notify
 14 people where to find more information and add a structural BMP maintenance component onto the
 15 Project Clean Water website. Considering that each Copermittee needs to annually certify BMP
 16 maintenance, it would be worthwhile to include it as a part of coordinated regional outreach. A
 17 representative from the Structural BMP group will continue to attend Education and Outreach
 18 Workgroup meetings in the future.

19 **4. Previous Meeting Summary**

20 February 5, 2019 notes: Kimmy Valenzuela (City of Chula Vista) – Line 160, change 2012 to 2021.

- 21 • **MOTION: Approve the February 5, 2019 meeting notes with corrections.**

22 Moved by Rouya Rasoulzadeh (County of San Diego)

23 Seconded by Melissa Dailey (Port of San Diego)

24 Vote: Passed unanimously

25 April 3, 2019 notes: No edits.

- 26 • **MOTION: Approve the April 3, 2019 meeting notes with no revisions.**

27 Moved by Rouya Rasoulzadeh (County of San Diego)

28 Seconded by Cecilia Tipton (City of Santee)

29 Vote: Passed unanimously

30 **5. Noxious Weed Awareness**

31 Jon Nottage (City of Vista) spoke on the lessons learned from his experience with outreach for noxious
32 weed awareness while working in Oregon. Limited in funding, a former colleague resorted to non-
33 traditional ways to raise awareness in the community. He found success by directly communicating to
34 community members and highlighting the direct impacts to the community, often finding several
35 psychological and personal ties. The important takeaway is that during any outreach effort, the target
36 audience should be shown how they are directly affected by the issue. He related the topic to issues
37 faced by San Diego's regional copermittees. People need to understand how improved water quality is
38 in their best interests and creating these personal ties makes the message more meaningful. The new
39 marketing RFP is an opportunity to empathize on that strategy. While the environmental spin is
40 important and necessary to the marketing strategy, the outreach should also include how improved
41 water quality directly improves people's own lives.

42 Rouya Rasoulzadeh (County of San Diego) will ensure these ideas are communicated to the marketing
43 consultant to be contracted. Copermittees were reminded to share those issues important to their
44 jurisdictions for inclusion in the marketing RFP. Cecilia Tipton (City of Santee) suggested that some past
45 marketing strategies and promotional items (e.g., doggy bags) should be reexamined, and the marketing
46 strategy should be adjusted to include audiences that are less aware.

47 **6. Action Research Messaging Concept**

48 The draft of the Action Research Messaging Concept was sent to Workgroup members on April 18th.
49 Rouya Rasoulzadeh (County of San Diego) requested feedback from the workgroup, specifically asking
50 for any proposed changes.

51 Cecilia Tipton (City of Santee) again urged the group to reconsider dog waste as a messaging concept,
52 because most dog walkers are already aware of the issue and clean up after their pets. Instead, issues
53 such as cigarette butt littering should be emphasized in the marketing campaign. She was also of the
54 opinion that the methods and items used for outreach should be refreshed. The coloring books and
55 calendars/cartoons have been around for a long time, and new graphics or items may be necessary. The
56 group agreed that new modes of outreach, particularly digital mediums, may have a greater impact
57 nowadays.

58 Rouya Rasoulzadeh (County of San Diego) asked the workgroup for suggestions that can be
59 implemented in the short term, considering that the new marketing campaign is still far way out. The
60 workgroup discussed different slogans for pocketing cigarette butts, referencing other clever campaigns
61 from local agencies including Surfrider and Coastkeeper. The group discussed potentially adapting some
62 of these existing campaigns because of their effectiveness.

63 Anthony Santacroce (City of San Diego) agreed that some of the outreach focuses (dog bags/pet waste)
64 should be reconsidered but was against completely removing them. He would like to see better
65 messaging about cigarette butts, because even though smoking rates have fallen drastically, cigarettes
66 are still common. Cecilia Tipton (City of Santee) suggested pocket ashtray giveaways, which Santee used
67 last year. Melissa Dailey (Port of San Diego) shared information about the Port's campaign to promote
68 the proper disposal of butts, even though smoking is not allowed at the Port in general. Hallie
69 Thompson (City of Carlsbad) recommended targeting business owners and property managers to
70 encourage the strategic placement of ashtrays because that technique may be more effective than
71 targeting individual smokers. Chad Lou (City of El Cajon) agreed and discussed his experience in reaching
72 out to businesses. The workgroup generally agreed that reaching out in hot spots would likely be the
73 most effective method to reduce cigarette litter.

74 Hallie Thompson (City of Carlsbad) suggested that irrigation runoff be included in the outreach and
75 education effort. The workgroup debated the exact language that should be used, such as "illegal" and
76 "citation," and decided it is important to communicate that irrigation runoff is illegal, but to do so in a
77 friendlier tone. Anthony Santacroce (City of San Diego) suggested that the workgroup focus on the fact
78 that all runoff is illegal and illustrate how irrigation runoff affects the environment. Zoe Sebright (City of
79 Oceanside) advised it is important to have a reporting mechanism (i.e., hotline) on all marketing
80 materials for irrigation runoff.

81 Cecilia Tipton (City of Santee) brought up the structural BMP outreach that René Vidales discussed
82 during the public comments. She suggested Action Research add it into their marketing campaign.
83 Rouya Rasoulzadeh (County of San Diego) explained that the messaging concepts provided from Action
84 Research included only those that were in the original scope of work, which was based on survey results.
85 The group made note to include it in future versions of the messaging concepts.

86 Rouya Rasoulzadeh (County of San Diego) will provide feedback to Action Research by the end of May.
87 She will coordinate with workgroup members to receive their comments in a timely manner and send
88 the consolidated feedback to Action Research by May 31, 2019.

89 **7. Ad Hoc Committee Updates**

90 **Marketing Campaign RFP Ad Hoc Committee: RFP Next Steps**

91 Rouya Rasoulzadeh (County of San Diego) provided updates on the Marketing RFP. She has a meeting
92 with the County Department of Purchasing and Contracting (DPC) scheduled for May 14, 2019 to discuss
93 timing and issues regarding the RFP. The County is hoping to issue the RFP in early summer and use
94 some of the funding from this fiscal year. The unused budget will be carried forward to the next fiscal
95 year. Additionally, the County is looking for two, highly dedicated copermittee representatives to assist
96 in the interview panel, in addition to the County of San Diego. Rouya will update the workgroup on the
97 timeline by Friday, May 17, 2019. Once dates are finalized, available and interested workgroup members
98 will coordinate with Rouya for RFP Committee finalization.

99 **Calendar Ad Hoc Committee**

100 Elisa Marrone (City of Escondido) had no updates from the Calendar AD Hoc Committee. She asked for
101 the workgroup to send her example calendars. Anthony Santacroce (City of San Diego) will send the City
102 of San Diego’s Public Utility Kid’s Poster Contest Calendar as an example by May 10th.

103 The workgroup discussed whether to continue creating and distributing calendars. Several Copermittees
104 (City of Santee, City of Oceanside, City of San Diego, City of Vista, and City of El Cajon) have had
105 difficulties distributing the calendars in previous years. The workgroup will consider other alternative
106 marketing techniques and will consider adjusting the number of calendars printed. The group discussed
107 opportunities in digital and social media, as well as radio announcements.

108 Zoe Sebright (City of Oceanside) suggested creating a target audience guide for the giveaways and
109 marketing materials, so each Copermittee knows how to put them to best use. Cecilia Tipton (City of
110 Santee) agreed, and Rouya Rasoulzadeh (County of San Diego) stated that better written descriptions of
111 the target audience could help justify purchases. The group discussed reducing the number of unpopular
112 promotional giveaway items due to challenges with storage and distribution. Any jurisdiction with
113 leftover promotional items should coordinate with Rouya Rasoulzadeh (County of San Diego) by the first
114 week of June to have them distributed at the County Fair.

115 The Calendar Ad Hoc Committee will look at other printed marketing materials (art design) and digital
116 marketing methods (social media, radio spot) to reflect the discussion. The new committee members
117 are Cecilia Tipton (City of Santee), Anthony Santacroce (City of San Diego), and Elisa Marrone (City of
118 Escondido). There is \$22,000 allocated in the budget for calendars in the 2019-2020 fiscal year.

119 **9. Budget Update, Events, and Promotional Items.**

120 Rouya Rasoulzadeh (County of San Diego) shared the \$5,000 contract is signed for the 2019 County Fair
121 sponsorship. An outreach team will be at the County Fair on June 22nd, 28th, and 29th. The workgroup
122 agreed three weekend days at the County Fair is sufficient. Rouya Rasoulzadeh (County of San Diego)
123 asked for workgroup members with extra promotional items to coordinate with her so the items can be
124 distributed at the County Fair.

125 For the 2019-2020 fiscal year, the workgroup has \$10,000 budgeted for community events. The
126 workgroup plans to sponsor the County Fair, Creek to Bay, Coastal Cleanup, and Movies in the Park. Elisa
127 Marrone (City of Escondido) mentioned attending different “Paws in the Park” events but may
128 reconsider depending on the future approach regarding pet waste.

129 The County will order tablecloths that say “Project Clean Water,” which can be shared amongst
130 Copermittees. Cecilia Tipton (City of Santee) suggested using existing banners and modifying them by
131 using a cutout to include “Project Clean Water.” She volunteered to look into updating and repurposing
132 the old banners. Hallie Thompson (City of Carlsbad) suggested looking into branded easy-ups and
133 banners because they look professional, are functional, and provide a large presence. Other members of
134 the workgroup agreed.

135 For the 2019-2020 fiscal year, the workgroup has \$10,000 budgeted for promotional items. The
136 workgroup discussed bamboo straws and forks, which were popular at community events. The
137 workgroup discussed the problems with individually wrapped utensils and decided to investigate local
138 alternatives. Annica Ly (City of San Diego) suggested giving out cloth pouches or carrying containers to
139 help keep the straws and utensils clean. The workgroup discussed the high price per unit (\$3) of the
140 reusable utensils, which led to a limited impact.

141 Cecilia Tipton (City of Santee), Hallie Thompson (City of Carlsbad), and Melissa Dailey (Port of San Diego)
142 will look into new promotional items and local alternatives for vendors. Rouya Rasoulzadeh (County of
143 San Diego) reminded them the vendor needs to be approved by the County, unless one of the other
144 Copermittees processes the purchase order. Other members of the workgroup are to send ideas for new
145 giveaway items to Cecilia Tipton (ctipton@cityofsanteeca.gov).

146 **11. Next meeting**

147 The next Education and Outreach Workgroup meeting will be hosted at the Port of San Diego on August
148 6th from 10 am to 12 pm.

149 Cecilia Tipton (City of Santee) will email a survey to workgroup members by May 24th to solicit ideas for
150 promotional items and marketing ideas.

151 Jon Nottage (City of Vista) volunteered to provide an update on the Education and Outreach Workgroup
152 at the PPS Meeting on Thursday, May 16th.

153 **12. ACTION ITEMS:**

- 154 1. Workgroup members to review the Action Research Messaging Concept draft document and
155 provide suggestions to Rouya. Rouya to send Action Research comments and suggestions
156 about new outreach topics and methods by May 31st. Rouya to coordinate the comments
157 with the workgroup. After providing feedback to Action Research, Rouya to send out the
158 final messaging draft to the workgroup.
- 159 2. Rouya to meet with DPC on May 14th and reach out to the workgroup by May 17th with the
160 final dates. Three heavily involved jurisdictions are needed to participate on the interview
161 panel. Workgroup members are to let Rouya know whether they would like to be on the
162 interview panel.
- 163 3. The Calendar Ad Hoc Committee (Elisa, Anthony, Cecilia) to brainstorm additional ideas for
164 print and digital media outreach methods.
- 165 4. Cecilia, Hallie, and Melissa to brainstorm new promotional items (not printed advertising
166 materials) by next meeting. Cecilia to send out a survey by May 24th to get ideas and
167 feedback from the workgroup.
- 168 5. All Copermittees with extra promotional materials/items to coordinate with Rouya by June
169 7th. Rouya to ensure their distribution at the County Fair.