

San Diego Regional Stormwater Copermittees Education and Outreach Workgroup

Meeting Notes

Meeting Facilitator: Chris Leary (Michael Baker International)

Date	Location	Agenda Summary
08/06/2019 10:02 am to 11:57 am	Port of San Diego 3165 Pacific Highway, San Diego, CA 92101 1 st Floor Training Room	<ul style="list-style-type: none"> • Ad Hoc Committee Updates • Structural BMP Education • Workgroup Budget and New Business

ATTENDANCE					
<input checked="" type="checkbox"/>	City of El Cajon Chad Lou	<input checked="" type="checkbox"/>	City of Escondido Elisa Marrone	<input checked="" type="checkbox"/>	County of San Diego Rouya Rasoulzadeh Gladys Gonzales
<input checked="" type="checkbox"/>	City of Imperial Beach Wbaldo Arellano	<input checked="" type="checkbox"/>	City of Chula Vista Kimmy Valenzuela (Phone)	<input checked="" type="checkbox"/>	City of Del Mar and City of Solana Beach Fiona McHenry-Crutchfield
<input checked="" type="checkbox"/>	Port of San Diego Melissa Dailey Tiffany Nguyen	<input checked="" type="checkbox"/>	City of Santee Cecilia Tipton Lauren Lawless	<input checked="" type="checkbox"/>	City of San Diego Annica Ly
<input checked="" type="checkbox"/>	City San Marcos Doug Dowden (Phone)	<input checked="" type="checkbox"/>	North County Transit District Dina Facchini (Phone)	<input checked="" type="checkbox"/>	City of Coronado Jessie Powell
<input checked="" type="checkbox"/>	City of Carlsbad Jacob Fiel (Phone)	<input checked="" type="checkbox"/>	City of Oceanside Zoe Sebright	<input checked="" type="checkbox"/>	Facilitator (Michael Baker International) Chris Leary
<input checked="" type="checkbox"/>	Secretary (Michael Baker International) Aaron Barrall				

1

2 **1. Call to Order**

3 Chris Leary (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 No members of the public were present to comment on items not on the agenda.

8 **4. Previous Meeting Summary**

9 **Action Item Updates**

10 Chris Leary (Facilitator) reviewed action items and current statuses from the last workgroup meeting.

11 *Action Item 1. Workgroup members to review the Action Research Messaging Concept draft document*
 12 *and provide suggestions to Rouya Rasoulzadeh (County of San Diego). Rouya to send Action Research*
 13 *comments and suggestions about new outreach topics and methods by May 31. Rouya to coordinate the*
 14 *comments with the workgroup. After providing feedback to Action Research, Rouya to send out the final*
 15 *messaging draft to the workgroup.*

16 Update: Rouya Rasoulzadeh (County of San Diego) has not received any feedback or suggestions on the
 17 Action Research Messaging Concept. Feedback will remain as an action item for this meeting.

18 *Action Item 2. Rouya Rasoulzadeh (County of San Diego) to meet with DPC on May 14 and reach out to*
19 *the workgroup by May 17 with the final dates. Three heavily involved jurisdictions are needed to*
20 *participate on the interview panel. Workgroup members are to let Rouya know whether they would like*
21 *to be on the interview panel.*

22 Update: Rouya Rasoulzadeh (County of San Diego) met with the RFP Ad Hoc Committee on May 17 and
23 is currently reviewing proposals for the RFP. She will provide a more detailed update during the Ad Hoc
24 Committee Update.

25 *Action Item 3. The Calendar Ad Hoc Committee (Elisa Marrone [City of Escondido], Anthony Santacroce*
26 *[City of San Diego], Cecilia Tipton [City of Santee]) to brainstorm additional ideas for print and digital*
27 *media outreach methods.*

28 *Action Item 4. Cecilia Tipton (City of Santee), Hallie Thompson (City of Carlsbad), and Melissa Dailey (Port*
29 *of San Diego) to brainstorm new promotional items (not printed advertising materials) by next meeting.*
30 *Cecilia to send out a survey by May 24 to get ideas and feedback from the workgroup.*

31 Update for Action Items 3 and 4: The Calendar Ad Hoc Committee will update the group on their
32 progress during the Ad Hoc Committee Updates. A survey for new promotional items was sent out on
33 May 24.

34 *Action Item 5. All Copermittees with extra promotional materials/items to coordinate with Rouya*
35 *Rasoulzadeh (County of San Diego) by June 7. Rouya to ensure their distribution at the County Fair.*

36 Update: Copermittees successfully coordinated with Rouya Rasoulzadeh (County of San Diego) to
37 distribute outreach materials at the County Fair.

38 **Meeting Summary**

- 39 • **MOTION: Approve the May 5, 2019 meeting notes with no corrections.**

40 Moved by Rouya Rasoulzadeh (County of San Diego)

41 Seconded by Cecilia Tipton (City of Santee)

42 Vote: Passed unanimously

43 **5. Ad Hoc Committee Updates**

44 **Calendar Ad Hoc Committee**

45 At the last workgroup meeting, there was discussion about not having calendars for 2020. Rouya
46 Rasoulzadeh (County of San Diego) mentioned the County is in favor of printing calendars, but they will
47 print their own if the workgroup decides to forgo them for 2020. She reminded the group the marketing
48 campaign scope of work includes the design of graphics for use on calendars or other printed materials.
49 Also, there is a separate line item in the budget for calendars. If 2020 calendars are not done, this
50 budget would need to be transferred.

51 The workgroup discussed reallocating the 2020 calendar funds to purchase more environmentally
52 friendly promotional items and waiting until the marketing campaign provides new graphics to decide
53 on a future calendar. The 2020 calendar funds could also be reallocated for social media or other digital
54 marketing. There have been several years where calendars were not printed, so skipping a year is not a
55 departure from the norm. Also, many water districts produce calendars regularly, and Copermittees
56 could likely acquire those for 2020. The group can decide whether to vote on a 2021 calendar at a future
57 date.

- 58 • **MOTION: Do not print 2020 calendars.**

59 Moved by Elisa Marrone (City of Escondido)

60 Seconded by Cecilia Tipton (City of Santee)

61 Vote: Passed with two abstentions.

62 Chad Lou (City of El Cajon) and Dina Facchini (MTS) abstained.

63 **Promotional Items Ad Hoc Committee**

64 Cecilia Tipton (City of Santee) sent a survey to the Copermittees at the end of May, which was intended
65 to help the workgroup rank their most desired outreach products, and received responses from 70
66 percent of the Copermittees. Lauren Lawless (City of Santee) presented the results, with the top items
67 as:

- 68 1. reusable produce bags
69 2. reusable shopping bags
70 3. reusable sandwich bags and straws
71 4. food storage

72 Cecilia Tipton (City of Santee) passed out documents showing different options for promotional items.

73 The promotional items budget is currently \$10,000, which would only allow for the purchase of a small
74 quantity of the items most favored by the group. Cecilia Tipton (City of Santee) stated that getting a
75 larger quantity of two or less of the item options is more economical than buying smaller amounts of
76 three or four options. The options presented are locally and sustainably sourced, which significantly
77 raises the price compared to options sourced from China.

78 The promotional item choices are currently limited to those available through the County's vendor. The
79 City of Carlsbad has offered to find and contract with a new vendor which may have additional choices
80 and sustainable, eco-friendly options at lower price points. The Workgroup should decide whether to let
81 the City of Carlsbad take the lead in finding a new vendor or use the County's existing vendor.
82 Regardless of whether a new vendor is used, more funds are needed for promotional items.

83 It was suggested to have the marketing consultant, who may be on contract and available in November,
84 examine the different outreach items and make a recommendation to the group; however, a decision is
85 needed for the upcoming year while there is no consultant. Once contracted, the marketing consultant
86 could conduct future research on the success of the promotional items to inform decisions.

- 87 • **MOTION: Use the County Vendor for promotional items at this time, and ask the City of
88 Carlsbad to identify and contract with another vendor in the future.**

89 Moved by Cecilia Tipton (City of Santee)

90 Seconded by Zoe Seabright (City of Oceanside)

91 Vote: Passed unanimously.

92 The Workgroup discussed which items made the most sense to purchase. Reusable produce bags are
93 not as widespread and offer more opportunities for behavior change. Reusable shopping bags are
94 useful, due to the plastic bag ban; however, with other groups distributing bags and the ban having been
95 in effect for some time now, reusable shopping bags are not as successful to distribute as before.
96 Reusable straws may be less desirable after 2020. The County's vendor does have a combined reusable
97 utensils/straw set available.

98 The Promotional Item Ad Hoc Committee will provide a list of promotional items and a cost/quantity
99 breakdown for the different options in an email for voting. The group had a general consensus of getting
100 two items: the produce bags and bamboo utensils/straw kits.

101 To determine the amount of promotional items for purchase, the group discussed using the cost-share
102 ratio as a basis and working backwards from the needs of the smaller jurisdictions. Jessie Powell (City of
103 Coronado) expressed the need for a minimum of 30 of each item. Chad Lou (City of El Cajon) said a
104 minimum of 50 of each item would be preferred.

105 Cecilia Tipton (City of Santee) will provide Michael Baker International (Facilitator) with a final email
106 proposal with the items, cost, and quantities. Copermittees will vote via email in a yes or no fashion.
107 Rouya Rasoulzadeh (County of San Diego) will provide a cost-share table to show the quantities that will
108 be distributed to each Copermittee.

109 *Event Outreach Booth Materials (tablecloths, banners, E-Z Ups)*

110 Branded tablecloths, banners, and tents (E-Z Ups) are necessary for event outreach and are purchased
111 with funds from the promotional items budget. These event outreach items are shared amongst
112 Copermittees for events, and the County of San Diego typically stores them for the Copermittees.

113 Banners purchased previously have the outdated ThinkBlue San Diego Region logo and information.
114 Cecilia Tipton (City of Santee) informed the group that 46 vinyl patches for use on the old ThinkBlue
115 banners were purchased. The new patches have the Project Clean Water logo and information and will
116 be used to re-brand the existing banners; therefore, no new banners need to be purchased at this time.
117 Copermittees with ThinkBlue San Diego Region banners are to pick up patches from Cecilia at the end of
118 the meeting to update the banners to Project Clean Water.

119 The Copermittees currently do not have any E-Z Ups nor do they have tablecloths with the Project Clean
120 Water logo and information. The group discussed the purchase of E-Z Ups that are high quality, durable,
121 and easy to use. The information on the E-Z Ups would simply be the logo and name for Project Clean
122 Water and possibly the Report Pollution hotline.

- 123 • **MOTION: Authorize the County of San Diego (Rouya Rasoulzadeh) to use \$2,000 to**
124 **purchase E-Z Ups and tablecloths.**

125 Moved by Rouya Rasoulzadeh (County of San Diego).

126 Seconded by Elisa Marrone (City of Escondido).

127 Vote: Passed unanimously.

128 **Marketing Campaign RFP Ad Hoc Committee**

129 Rouya Rasoulzadeh (County of San Diego), Reed Thornberry (City of San Marcos), and Melissa Dailey
130 (Port of San Diego) have been working on the consultant selection. Five consultants are being
131 considered. The first Source Selection Committee (SSC) meeting is scheduled for August 12. Rouya
132 anticipated the contract will be in place and ready to use by November. The submitted proposals look
133 very good, and all of the firms have extensive experience working with other jurisdictions. Rouya
134 Rasoulzadeh (County of San Diego) will keep the Education and Outreach Workgroup updated and
135 appreciates input from the Copermittees.

136 **6. Structural BMP Education**

137 Gladys Gonzales (County of San Diego) presented on the overlap in duties between the Education and
138 Outreach Workgroup and the County's BMP Enforcement Team. Currently, the County uses a database

139 to track structural BMPs and inspections. The County has recently created a self-service information
140 portal for property owners to certify the BMPs annually.

141 The County has challenges working with property owners and managers to ensure BMPs are maintained
142 properly. There is a significant opportunity to create outreach material for structural BMPs.
143 Copermittees should combine efforts to educate these property owners and managers on the purpose
144 of BMPs and best practices for maintenance, by creating cohesive messaging regarding structural BMPs.

145 One way to combine efforts is to create a new subpage on the Project Clean Water website with
146 information about structural BMPs. Another idea is including information about structural BMPs on a
147 future calendar or fact sheets. Including information about structural BMPs should be considered when
148 new outreach material is developed. The County Structural BMP Group is interested in being included in
149 the development of new outreach materials and partnering with any Copermittees that have similar
150 issues with structural BMP enforcement.

151 Cecilia Tipton (City of Santee) agreed with Gladys and conveyed that she faced similar issues in Santee.
152 Consistent messaging and marketing will help the Copermittees address this issue. Zoe Seabright (City of
153 Oceanside) suggested the Copermittees look into requiring informational signs describing the BMP to be
154 constructed. This would help convey to the public the purpose and importance of bioswales and
155 retention basins. Cecilia Tipton (City of Santee) agreed and said it may be possible to create and offer
156 signs to developers. Melissa Dailey (Port of San Diego) suggested using the marketing consultant to
157 investigate this idea.

158 The Workgroup agreed to include Structural BMP Education as a standing item on future agendas.

159 **7. Workgroup Budget and New Business**

160 Rouya Rasoulzadeh (County of San Diego) shared two handouts describing materials and budget
161 allocations for the past and current fiscal years.

162 **Fiscal Year 2019-2020**

163 The Workgroup discussed reallocating funds from the FY19-20 calendar budget since 2020 calendars will
164 not be produced. Rouya Rasoulzadeh (County of San Diego) recommended \$5,000 from the 2020
165 calendar budget be shifted to outreach events. The current event budget is insufficient to cover the
166 County Fair for multiple days. It is important to have at least three days at the County Fair.

- 167 • **MOTION: Reallocate \$5,000 of the calendar budget to use for events, and reallocate**
168 **\$17,000 of the calendar budget to promotional items.**

169 Moved by Rouya Rasoulzadeh (County of San Diego)

170 Seconded by Chad Lou (City of El Cajon)

171 Vote: Passed unanimously.

172 Rouya Rasoulzadeh (County of San Diego) notified the Workgroup that \$500 from Creek to Bay will need
173 to be shifted to Movies in the Park, both of which are within the outreach event budget. She will keep
174 the workgroup informed on the final budget allocations.

175 **Fiscal Year 2018-2019**

176 Rouya Rasoulzadeh (County of San Diego) discussed the second handout, which was a summary of the
177 Fiscal Year 2018-19 expenditures. The workgroup spent more than 90 percent of the budget. The
178 unspent amount (\$1,100) will be used as a credit for meeting facilitation. The Education and Outreach

179 Workgroup budget was \$95,600, and the total Program Planning Subcommittee budget was \$155,000. It
180 is likely that some of the marketing campaign budget will be carried forward due to a late start.

181 **8. Announcements**

182 Chad Lou (City of El Cajon) asked if the group was going to print more coloring books so that he could
183 figure out how much El Cajon should print on its own. Coloring books are part of the marketing package
184 and will be addressed at a later date.

185 Rouya Rasoulzadeh (County of San Diego) reminded the group that she still has 7 boxes of 500 pet waste
186 bags and would like assistance in distributing them to the public.

187 **9. Next Meeting**

188 Rouya Rasoulzadeh (County of San Diego) suggested a 2.5-hour long meeting so Copermittees have time
189 to collect remaining outreach materials from the County. An agenda item for picking up materials will be
190 added for the last 30 minutes.

191 The next Outreach and Education meeting is on November 6th at the County of San Diego, Room 472
192 from 10 am to 12:30 pm.

193 **10. Action Items**

- 194 1. Copermittees to provide comments on Action Research Messaging Concept Draft. Rouya
195 Rasoulzadeh (County of San Diego) to coordinate the Copermittees' comments with the
196 Workgroup.
- 197 2. Michael Baker International (Facilitator) to send an email vote on the purchase of
198 promotional items. Michael Baker International (Facilitator) to coordinate with Cecilia
199 Tipton (City of Santee) and Rouya Rasoulzadeh (County of San Diego) to get information and
200 materials for the email vote. The vote is to be emailed out at the end of August and be open
201 for one to two weeks.
- 202 3. Michael Baker International (Facilitator) to add "Promotional Item Pickup" (12-12:30) to the
203 next Education and Outreach Workgroup meeting agenda.
- 204 4. Michael Baker International (Facilitator) to add standing agenda item: Structural BMP
205 Education.