

# San Diego Regional Stormwater Copermittees Education and Residential Sources Workgroup

## *Meeting Notes*

Chairperson Cecilia Tipton (City of Santee)

Date	Location	Agenda Summary
11/06/17 10 AM to 12 PM	County of San Diego 5510 Overland Avenue, Room A-451 San Diego, CA 92123	<ul style="list-style-type: none"> <li>• Call to Order &amp; Introductions</li> <li>• Time for public to speak on items</li> <li>• Previous Meeting Summary</li> <li>• Old Business</li> <li>• Sustainability of ERS Workgroup</li> <li>• Inventory and Access to Regional Work Products</li> <li>• Budget</li> <li>• Outstanding Promotional Item Order</li> <li>• Announcements</li> <li>• Action Items</li> <li>• Future Meetings</li> </ul>

**Meeting Attendance:**

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|--|---|--|--|
| <input checked="" type="checkbox"/> County of San Diego<br><b>Stephanie Gaines</b><br><b>Rouya Rasoulzadeh</b> | <input checked="" type="checkbox"/> City of Santee<br><b>Cecilia Tipton</b>                                       | <input checked="" type="checkbox"/> City of Encinitas<br><b>Chamomile Meadow</b>                     | <input checked="" type="checkbox"/> City of El Cajon<br><b>Craig Bonner</b><br><b>Chad Lou</b> |
| <input checked="" type="checkbox"/> City of San Marcos<br><b>Doug Dowden</b>                                   | <input checked="" type="checkbox"/> City of Escondido<br><b>Elisa Marrone</b>                                     | <input checked="" type="checkbox"/> City of Vista<br><b>Brian Nemerow</b>                            | <input checked="" type="checkbox"/> City of Coronado<br><b>Jessie Powell</b>                   |
| <input checked="" type="checkbox"/> City of Carlsbad<br><b>Hallie Thompson</b><br><b>(on phone)</b>            | <input checked="" type="checkbox"/> City of Oceanside<br><b>Zuzan Chudicek</b>                                    | <input checked="" type="checkbox"/> City of Del Mar and City of Solana Beach<br><b>Amanda Nelson</b> |  |
| <input checked="" type="checkbox"/> Port of San Diego<br><b>Melissa Daily</b><br><b>(on phone)</b>             | <input checked="" type="checkbox"/> Secretary <small>(Michael Baker International)</small><br><b>Hilary Ellis</b> |  |  |

**1. Call to Order & Introductions**

Cecilia called the meeting to order, handed out copies of the agenda, budget, calendar of events, and the Regional Residential Education Plan.

**2. Time for Public to Speak on Items**

No members of the public were present.

**3. Previous Meeting Summary**

*MOTION:* Approve the previous meeting’s notes, prepared by Chamomile, that were emailed out about one month ago. **(APPROVED)**

- Moved by: Doug Dowden (City of San Marcos)
- Seconded by: Rouya Rasoulzadeh (County of San Diego)
- Vote: Passed unanimously

#### **4. Old Business**

##### **A. Calendar Update and Order (Elisa)**

The 2019 calendar order needs to be placed by Spring 2018. The 2019 calendar will use existing artwork and build from the 2017 calendar. Some images from the 2017 calendar may be swapped out, but no new artwork will be created. Rouya executed the contract with Michael Baker International (Michael Baker) to develop the 2019 calendars. Michael Baker will use the 2017 calendar, update the dates and holidays, and create 2019 calendars in English and Spanish. The Spanish text will come from the 2013 calendar. If additional English text needs to be translated, Escondido will handle translations under their separate contract. Billing with Copermittees will need to be sorted. By the end of Fiscal Year 2017-18, the 2019 calendars will be ready to print. As the end of the fiscal year nears, the workgroup will determine if the order should be placed this year or next year for payment.

Michael Baker and the County will search the workgroup files to identify all available artwork for consideration.

Rouya mentioned the workgroup could consider replacing the Think Blue San Diego Region logo on the calendar with the ProjectCleanWater logo.

##### **B. ProjectCleanWater Website Update**

Rouya posted the meeting announcement for today, following Brown Act protocol, since the meeting has a quorum of Copermittees in attendance.

The ProjectCleanWater website has four workgroups listed. It currently does not have an education workgroup, not even as a subgroup under the Program Planning Subcommittee. The four workgroups on the website are: Regional Management Committee, Program Planning Subcommittee, Land Development Workgroup, and Monitoring. The Education and Residential Sources (ERS) Workgroup is technically under the Program Planning Subcommittee. If there is capacity to add it, the workgroup would request from the County to include a drop down for the ERS Workgroup under the Program Planning Subcommittee.

On a webpage under the Program Planning Subcommittee, the ERS Workgroup could store pre-existing data. If the webpage cannot store files, then the ERS Workgroup may consider a Google drive and have a link from the webpage to the Google drive. All Copermittees should be able to access and use images and files that have been created for the ERS Workgroup.

Rouya volunteered to create the separate webpage for ERS under the Program Planning Subcommittee. Cecilia will provide brief language to have on the ERS page, using similar verbiage as the other workgroups on ProjectCleanWater. Amanda suggested language from the RREP could be used. The logo for the ERS Workgroup should also be on the webpage to promote brand recognition.

## **5. Sustainability of ERS Workgroup**

The ERS Workgroup has tried co-facilitating and rotating leadership for about a year. Today's meeting has a great turnout, and it is clear the Copermittees recognize the value of the ERS Workgroup. Co-facilitating and rotating leadership has presented challenges with shifting responsibilities. The ERS Workgroup discussed how they envisioned participation and leadership going forward.

The County does not have the resources available to lead the ERS Workgroup. If rotating leadership continues, Chamomile suggested clarification on what is expected from the leaders. It would be good to have a checklist of what needs to be done for the meetings. She also advocates continued budgeting for secretarial support. Chamomile suggested a draft agenda could be prepared for the next meeting at end of the current meeting.

Elisa proposed to divide up tasks more. For example, one person would be responsible for planning meetings, including drafting agendas and posting meeting announcements. Another person would be responsible for the calendar task and could present information, necessary options and decision points to the workgroup but would not be required to involve the entire workgroup on all parts of the task. If tasks are delegated fully, then the meeting leader would help with continuity, but would not have all the responsibilities for every task. Cecilia agreed dividing tasks is a great idea.

Brian suggested to boil it down to a few consistent annual tasks, such as promotional items (calendar, etc.), events organization, and showing outreach movies.

Cecilia suggested, in the future, to look at also bringing in special presentations to meetings.

Cecilia supports continuing to have Michael Baker provide a secretary for meeting notes. She also suggested requesting a meeting facilitator from Michael Baker since there historically has been a large budget for the workgroup that is not fully expended. The meeting facilitator would be responsible for corralling everyone, following up on work products, sending meeting reminders, etc. All agreed this is a good and necessary idea that would make the group more successful.

## **6. Inventory and Access to Regional Work Products**

Chamomile started an effort through Google Drive to create a shared drive for the ERS Workgroup. She has files from the last 12 years. She uploaded what she thought was relevant to the Google Drive she created. She attempted to use ProjectCleanWater to

store files but had difficulties with it. Rouya volunteered to help Chamomile maneuver through ProjectCleanWater to move the files from the Google Drive to ProjectCleanWater. Chamomile will continue to work on a naming convention and folder setup. Once organized and set up, the ERS Workgroup will be notified by email.

Rouya can also help Copermittees get their user names and passwords if they have forgotten them.

Stephanie explained the County is lead on ProjectCleanWater since they hired the consultant and shared funding to develop the site as a Copermittee resource. Since the County hosts it, the Copermittees have been informed by the County administrator that GoogleDocs is not cleared for use. If the Copermittees want to use a live-file-sharing service through ProjectCleanWater, they need to use WatchDox. The County is currently looking into licensing and cost sharing for all Copermittees to use WatchDox. The County is also having their consultant evaluate if WatchDox is user friendly. If it is not user friendly, then the County's consultant will provide training videos.

Zuzan asked if the files on ProjectCleanWater for the ERS Workgroup would include all brochures available in an editable format. Cecilia said the goal would be to have all completed work products (coloring book, calendars, bookmarks, banners, neighborhood guides, etc.) on ProjectCleanWater. Not all files will be in editable format. Hilary suggested specifying delivery of fully editable files (PDF with all fonts embedded and unrestricted) in future scopes of work.

Cecilia shared that the City of Santee website ([santeeh2o.org](http://santeeh2o.org)) has several images from calendars and resources. Copermittees are allowed to use all work products from the ERS Workgroup.

## **7. Regional Residential Education Plan (RREP)**

Cecilia will email the PDF RREP to the workgroup. It was created June 2015 with assistance from Michael Baker. The RREP identifies goals, objectives, and strategies for the ERS Workgroup and helps keep efforts on target.

At the last several Program Planning Subcommittee meetings, there was interest in expanding the workgroup from residential focus to also include businesses. The RREP was developed with a residential focus; however, it is a living document that can be modified. The ERS Workgroup members are to review the current RREP and be prepared to discuss revisions and refinements at the next meeting. A topic to consider is how to prioritize businesses.

## **8. Budget**

The regional budget for FY17-18 is \$716,850. For FY18-19, the limit due to the cap in the Memorandum of Understanding is \$900,200. These totals are for all Copermittee workgroups combined.

The ERS Workgroup is line item 3 under the Program Planning Subcommittee budget. The ERS Workgroup FY17-18 budget is \$51,000. Currently, approximately \$39-40,000 is not committed to executed scopes of work.

The 2019 calendar work accounts for \$12,000 in the FY17-18 budget. This amount does not include printing, but it could include printing if the funds need to be committed before the end of the fiscal year.

With the remaining budget, a quote from Michael Baker will be requested for FY17-18 meeting facilitation. Meeting support is shared from the PPS budget (\$14,000 for meeting support). Stephanie shared that the Program Planning Subcommittee will be increasing the line item for meeting support to \$20,000 for the next fiscal year to have more money for meeting support for workgroups, including ad hoc workgroups.

Stephanie reminded the group that, from a budget perspective, it is cleaner to credit funds and then budget new items, instead of dealing with rollover of funds between fiscal years.

Cecilia noted that participation in regional events has been free, so those funds may not be spent this fiscal year. Elisa mentioned donations have been made in the past to I Love a Clean San Diego for the Creek to Bay Cleanup.

The Watershed Stewardship Program (WSP) has not advanced due to a lack of interest in people signing up for classes. The intent of the WSP was to share information with leaders in communities who are already active and involved (scouts, churches, etc.) by giving them training and resources. Regional marketing may increase interest in the program if the workgroup continues it. Elisa indicated there is no interest in running the WSP in Escondido as it requires staff resources that are not available.

In the past, the ERS Workgroup has discussed hiring a marketing firm. Stephanie suggested using a community-based social marketing (CBSM) firm. The County used a CBSM firm to revamp their outreach materials. The typical goal of a CBSM firm is to determine the best approach to result in changed behaviors. A typical marketing firm that is not a CBSM firm might just gloss things up. CBSM firms also assist with assessments. Hallie added there are current permit requirements for copermittees to assess their programs. The group generally agreed that hiring a CBSM firm would be advantageous to raising the effectiveness of the ERS Workgroup's activities.

The budget for promotional items is \$5K. Doug volunteered to look into promotional items and work with the County on what vendors can be used. He will come to the next meeting with a few ideas. Elisa cautioned that, as part of delegating tasks more fully, Copermittees should look only for cost effectiveness and messaging when evaluating the options that are brought back for consideration. If the ERS Workgroup votes on February 6 for which promotional items to order, then they can be ordered within this fiscal year.

Stephanie shared this is the last permit term the County will carry contract capacity. Other County groups use the Blanket Purchase Order (BPO) contracts and there are capacity issues. At future meetings, the ERS Workgroup will need to consider who (for the next permit cycle) could carry the contract capacity for purchases and consultant tasks. Elisa asked if the jurisdiction carrying the contract would then receive the 5% contract management fees. Stephanie confirmed and mentioned the percentage could be increased.

The PPS plans to recommend the FY 18-19 budget to the Regional Management Committee (RMC) this month. The ERS Workgroup needs to provide the information to allow a vote on it. Stephanie suggested the vote could possibly be postponed one month, but no further. Stephanie shared the PPS is planning to request a lower budget for FY18-19, so there is flexibility for the ERS Workgroup. Increasing the ERS Workgroup budget to \$60,000 next year would not be a problem.

Rouya will edit the budget sheet based on input from the ERS Workgroup. The workgroup discussed the following line items:

1. Meeting Facilitation
2. Calendar Printing (English and Spanish)
3. Promotional Items
4. Regional Events (Creek to Bay sponsorship)
5. Marketing/Community-based Social Marketing Firm
6. Effectiveness Assessment

## **9. Outstanding Promotional Item Order**

The FY16-17 order included neighborhood guides and pet waste bags; however, the order was not completed because the website for ThinkBlueSDRegion.org was not renewed. The City of San Diego is responsible for renewing it, but they have not indicated when that will be done. Xerox is ready to print the order.

The workgroup discussed whether they should keep the Think Blue San Diego Region website on the items or change the website and logo on the items to ProjectCleanWater.org. The materials also include the hotline number. Amanda called the number and confirms it still works. Cecilia explained the ThinkBlueSDRegion.org website is a redirect, and it can be set to redirect to ProjectCleanWater. The City of San Diego should have the website renewed by the time the materials are delivered. The workgroup may continue to have discussion on whether to keep Think Blue San Diego Region or replace all information with ProjectCleanWater.org. If the Think Blue San Diego Region website is abandoned, then the banners and tablecloths already made will have a website that doesn't lead anywhere.

## **10. Announcements**

The ERS Workgroup has set distribution centers in Carlsbad, Chula Vista, and the County of San Diego. These jurisdictions will store materials purchased going forward. The County currently has materials that need either to be distributed to Copermittees or relocated to the other distribution centers. Elisa requested Escondido supplies be delivered to the County distribution center for an easier pick up.

## **11. Action Items**

1. Rouya to create page on ProjectCleanWater for Education and Outreach Workgroup.
2. Cecilia to create page blurb for Education and Outreach Workgroup for Rouya to post on ProjectCleanWater.
3. Elisa to provide update on 2019 calendars at next meeting.
4. Chamomile to work with Rouya to upload existing work products onto shared location on ProjectCleanWater (Digital Materials Inventory and Access task).
5. Cecilia to email RREP to all Copermittees.
6. All Copermittees to review the RREP and bring suggestions to the next meeting for refinement (e.g., including businesses in outreach).
7. Hilary to provide scope and cost estimate for a meeting facilitator for FY17-18 and FY18-19.
8. Doug to work with Rouya to identify at least four options for ordering promotional materials for discussion at the next meeting.
9. Cecilia to work with Rouya to provide draft FY18-19 ERS Workgroup budget for vote by email before the end of November.
10. Rouya to order printing of the neighborhood guides as-is.
11. Hilary to draft agenda for next meeting.
12. Hallie to arrange conference room in Carlsbad for next meeting.

## **12. Future Meetings**

Future meetings are set for February 6 and May 8, 2018. Hallie volunteered for Carlsbad to host the February meeting. Hilary will draft the February agenda.

Meeting adjourned at 11:52 AM.