

San Diego Regional Stormwater Copermittees Education and Outreach Workgroup

Meeting Notes

Meeting Facilitator: Aaron Barrall (Michael Baker International)

Date	Location	Agenda Summary
8/5/2020 10:05 AM to 11:50 AM	WebEx Conference Call	<ul style="list-style-type: none"> • Welcome and Call Meeting to Order • Copermittee Introductions • Non-agenda Public Comment • Old Business • Behavior Change Marketing Campaign Update • Workgroup Budget • Development of By-laws for the Workgroup • Announcements • Next Meeting

ATTENDANCE					
X	City of Carlsbad Jacob Feil	X	City of Imperial Beach Wbaldo Arellano	-	City of San Marcos
-	City of Chula Vista	-	City of La Mesa	X	City of Santee Cecilia Tipton
-	City of Coronado	-	City of Lemon Grove	-	City of Solana Beach
-	City of Del Mar	X	City of National City Carla Hutchinson	X	City of Vista Leila Sadrieh
X	City of El Cajon Chad Lou	X	City of Oceanside Bronti Patterson	X	County of San Diego Chelsea McGimpsey Nick del Valle
X	City of Encinitas Chamomile Meadow	X	City of Poway Tracy Beach	X	Port of San Diego Melissa Dailey
X	City of Escondido Elisa Marrone	X	City of San Diego Annica Ly Vicki Kalkirtz Alejandra Gavaldon	-	San Diego Airport Authority
-	North County Transit District	X	Facilitator (Michael Baker International) Aaron Barrall	X	Secretary (Michael Baker International) Hilary Ellis
-	Metropolitan Transit District	X	MIG Marlee Ehrenfeld Ann Berchtold Anna Cearley		Jennifer Tabanico – Action Research Joey Schmitt – Action Research

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2 **1. Welcome and Call Meeting to Order**

3 Aaron Barrall (Facilitator) called the meeting to order at 10:05 AM and briefly reviewed best practices
4 for a successful, engaging workgroup meeting through WebEx.

5 **2. Copermittee Introductions**

6 Aaron Barrall (Facilitator) conducted roll call of the meeting attendees.

7 **3. Non-agenda Public Comment**

8 No members from the public requested to speak on items not on the agenda.

9 **4. Old Business**

10 May 19, 2020 Meeting Notes

11 The only revision requested was to correct the misspelling of Melissa Dailey’s last name on the
12 attendance table.

13 **MOTION: Approve May 19, 2020 Meeting Notes with corrected name spelling. (APPROVED)**

- 14 • Moved by: Elisa Marrone (City of Escondido)
- 15 • Seconded by: Melissa Dailey (Port of San Diego)
- 16 • Vote: 12-0-0-0.
- 17 (City of Imperial Beach representative arrived after this vote)

18 Summer 2020 Radio Outreach Update

19 The radio script was finalized, recorded by the official iHeart Radio broadcasting voice, and is now
20 playing on the air. The messages have two over-arching themes: over-irrigation and trash. In addition to
21 the messaging content, the radio advertisements this summer will build up the recognition of Project
22 Clean Water in advance of the official launch of the behavior change marketing campaign. The radio
23 advertisements will continue through August 30. The media buy was for 90 advertisements per week,
24 for a total of 540 advertisements, in English and Spanish. Aaron Barrall (Facilitator) played one of the
25 recordings for the workgroup. The higher quality audio file and the radio stations list will be shared with
26 Copermittees via email.

27 After the radio advertisements started, the contractor who runs the Project Clean Water website
28 informed Chelsea McGimpsey (County of San Diego) there was roughly a 270 percent increase in
29 website traffic.

30 Melissa Dailey (Port of San Diego) asked if the number of listeners for the radio advertisements will be
31 provided. MIG will get the analytics from the media buyer and supply them to the Copermittees.

32 Coastal Cleanup Sponsorship

33 Copermittees previously voted to carry forward \$15,000 of unspent regional sponsorship funds from
34 fiscal year (FY) 19-20 to FY 20-21. The County contractor accidentally paid \$5,000 of that to I Love a
35 Clean San Diego. Chelsea McGimpsey (County of San Diego) stated the County is going to cover this
36 \$5,000 cost, so the Copermittee budget is not impacted.

37 Coastal Clean-up Day is scheduled for Saturday, September 26, 2020. Registration opens
38 September 1, 2020. This will be a virtual event, similar to the beach and bay cleanup earlier this year
39 where community members were encouraged to do cleanups on their properties or in their
40 neighborhoods. Participants came in for video sessions at the beginning and end of the event. There is a
41 similar expectation for the September event.

42 The workgroup discussed whether to sponsor the Coastal Clean-up Day virtual event. For FY20-21, the
43 total approved event sponsorship budget is \$15,000. The Copermittees have sponsored Coastal
44 Clean-up Day at \$5,000 in the past. The sponsorship will have same function as in past years. The Project
45 Clean Water logo will be on their website list of sponsors, and all information distributed by I Love a
46 Clean San Diego will have messaging that aligns with Project Clean Water. I Love a Clean San Diego is
47 expecting a good turnout for the September event because of the success of the previous virtual event.

48

49 Melissa Dailey (Port of San Diego) supported sponsoring the virtual event; the Port of San Diego
50 sponsored the earlier virtual cleanup event that resulted in significant litter removal. For the previous
51 virtual event, Elisa Marrone (City of Escondido) shared they recorded a video in advance that was used
52 in the event marketing, and they helped promote the event through social media. The City of Escondido
53 felt the virtual event was successful for the City's investment. Cecilia Tipton (City of Santee) asked about
54 the geographic focus of the virtual event, if it would be regional or only coastal. Chelsea McGimpsey
55 (County of San Diego) indicated it would be a regional event and would not be asking people to
56 specifically travel to the beach.

57 The workgroup reached general consensus to move forward with the typical \$5,000 sponsorship of
58 I Love a Clean San Diego's clean-up event.

59 **5. Behavior Change Marketing Campaign Update**

60 Ann Berchtold (MIG) provided an update on the behavior change marketing campaign. Over the last
61 several months, the Tiger Team has developed and refined the engagement components, defining the
62 foundation for developing the message, strategy, and activation plan. At today's meeting, the MIG Team
63 will overview the SMART goals, discuss implementation by target audience, and discuss questions with
64 the workgroup.

65 SMART goals are specific, measurable, achievable, relevant, and time-bound. The Tiger Team developed
66 five SMART goals for the campaign.

- 67 1. Develop and adopt a brand platform for Project Clean Water.
- 68 2. Elevate the Project Clean Water website as a main portal.
- 69 3. Improve overall awareness of stormwater-related issues.
- 70 4. Implement an effective behavior change marketing campaign.
- 71 5. Evaluate the effectiveness of the campaign.

72 Anna Cearley (MIG) detailed each goal with its SMART elements and presented the methodology,
73 tactics, and tools to track metrics. Aaron Barrall (Facilitator) will send Copermittees the PDF of MIG's
74 campaign update information presented at this meeting. The MIG Team will provide monthly updates to
75 the Copermittees on the campaign.

76 The MIG Team discussed implementation by target audience. The general public and homeowners will
77 be the first target audience. The campaign will start with raising knowledge and understanding of
78 stormwater issues and awareness of Project Clean Water. The action campaign has a priority order:
79 prevent runoff, then source reduction, then capture water. This sequencing is purposeful, with each
80 action leveraging the previous behaviors. To implement an effective behavior change marketing
81 campaign, the MIG Team will fold in more one-on-one focus groups, non-governmental organizations
82 (NGOs), community-based organizations, and jurisdiction-specific audiences. The over-arching strategy
83 will be to focus on audiences most likely ready for change. Efforts will be laser-focused and strategic to
84 effectively use the limited media budget.

85 Jennifer Tabanico (Action Research) addressed a question raised by the Tiger Team: what is the
86 percentage of behavior change we can achieve? There is not a simple answer to this question. We know,
87 from previous highly funded state and national campaigns, efforts to raise knowledge and awareness
88 alone are unlikely to lead to changes in behavior. Furthermore, some past education campaigns have
89 reversed desired behaviors. With efforts concentrated on behavior change, such as addressing barriers
90 and focusing on target audiences with the capacity to engage in specific actions, behavior change is
91 seen, but it is variable. Some campaigns, like the cash for clunkers or solar tax credits, addressed

92 significant cost barriers and moved lots of people quickly to engage in the desired behavior. For this
93 stormwater campaign, the behavior change desired is for extended time, not simply a one-time or on-
94 off action. Behavior change will not happen overnight; it takes time for people to form new habits.
95 Measurement of behavior change also takes time. The MIG Team will use best practices to address and
96 overcome barriers and monitor and engage behavior change.

97 **6. Workgroup Budget**

98 FY19-20 Budget/Expenditure Update

99 Chelsea McGimpsey (County of San Diego) presented the FY19-20 expenditure summary for the
100 workgroup.

Task	Amount Budgeted	Amount Expended
3A. Materials Development and Distribution	\$27,000	\$24,624
3B. Regional Events	\$20,000	\$5,000
3C. Meeting Facilitation	\$10,000	\$8,194
3D. Special Study and Marketing (Behavior Change Marketing Campaign)	\$250,000	\$79,144
Total	\$307,000	\$116,962

101 For Task 3B, the Copermittees previously approved the remaining \$15,000 to be moved forward to
102 FY20-21.

103 For Task 3D, the campaign work started a bit later than estimated; therefore, the expenditure amount is
104 low for FY1-20. The contract years, however, are running independent from fiscal years. The campaign
105 contract is expected to be fully expended.

106 Copermittees with questions on the expenditures are to contact Chelsea McGimpsey (County of San
107 Diego) or Stephanie Gaines (County of San Diego).

108 Recommendation to PPS for FY21-22 Budget

109 Chelsea McGimpsey (County of San Diego) presented the FY19-20 approved budget, FY20-21 approved
110 budget, and potential FY21-22 budget for workgroup consideration.

Task	FY19-20 Approved	FY20-21 Approved	FY21-22
Materials Development and Distribution	\$27,000	\$20,000	\$27,000
Regional Events	\$20,000	\$15,000	\$20,000
Meeting Facilitation	\$10,000	\$10,000	\$10,000
Behavior Change Marketing Campaign	\$250,000	\$200,000	\$200,000
TOTAL	\$307,000	\$245,000	\$257,000

111 The workgroup discussed changing the regional events budget. Previously sponsored in-person events
112 may or may not occur in FY21-22 (either in-person or virtually), but the marketing campaign work may
113 identify new sponsorship opportunities. The workgroup reached consensus to keep the regional events
114 budget at \$20,000.

115 The workgroup discussed the materials development and distribution budget. Previously, these funds
116 have been used for promotional item purchases. The workgroup suggested the funds could also be used
117 for radio advertising, composting bins, calendars, E-Z ups, billboards, or other materials or message
118 distribution, perhaps expanding more into the virtual world to get broader outreach.

119 **MOTION: Recommend to the Program Planning Subcommittee a FY21-22 workgroup budget of**
120 **\$27,000 for materials development and distribution, \$20,000 for regional events, \$10,000 for meeting**
121 **facilitation, and \$200,000 for the behavior change marketing campaign, for a total workgroup budget**
122 **of \$257,000. (APPROVED)**

- 123 • Moved by: Melissa Dailey (Port of San Diego)
- 124 • Seconded by: Cecilia Tipton (City of Santee)
- 125 • Vote: 13-0-0-0
- 126 Motion passes unanimously.

127 **7. Development of By-laws for the Workgroup**

128 The workgroup does not currently have by-laws. The proposed structure for by-laws would be one to
129 two pages covering:

- 130 • A high-level overview of the workgroup (what it is),
- 131 • How Copermittees work together (parliamentary procedure, reporting to PPS),
- 132 • The cost-sharing process (how cost shares are calculated, what type of votes are required for
133 cost-related issues),
- 134 • The decision-making process (expand on the workgroup’s ability to make budget changes within
135 approved overall budgets; provide leeway to make inter-budget line decisions), and
- 136 • Voting requirements (each jurisdiction gets one vote, will it be a consensus vote at 2/3 of
137 attending members or a simple majority at 50 percent plus one).

138 The goal would be to have a working draft prepared by the 2/3/2021 workgroup meeting. The interim
139 goal is for Copermittees to discuss suggestions at the 11/4/2020 meeting. The Land Development
140 Workgroup will also be going through this process.

141 **8. Announcements**

142 The California Stormwater Quality Association accepted the poster submission from Chelsea McGimpsey
143 (County of San Diego) on the behavior change marketing campaign. Melissa Dailey (Port of San Diego)
144 will help with the poster.

145 Chelsea McGimpsey (County of San Diego) asked if the workgroup would be amenable to meeting bi-
146 monthly for the next year. The group consensus was supportive of the meeting frequency change.

147 Copermittees are to contact Chelsea McGimpsey (County of San Diego) to pick up their promotional
148 items. The County of San Diego needs to clear the promotional items from their storage area.

149 **9. Next Meeting**

150 The next regularly scheduled Education and Outreach Workgroup meeting is November 4 from 10 AM to
151 noon. At this time, it will be arranged as a digital meeting.

152 **Action Items**

Action Item		Responsible Person(s)	Expected By Date
1	Chelsea McGimpsey (County of San Diego) to provide information on which radio stations are running the Project Clean Water ad spots.	Chelsea McGimpsey (County of San Diego)	8/12/2020

	Action Item	Responsible Person(s)	Expected By Date
2	Aaron Barrall (Facilitator) to send Copermittees the PDF of MIG's campaign update information presented at this meeting.	Aaron Barrall (Facilitator)	8/12/2020
3	All Copermittees to be prepared for discussion on workgroup by-laws at the next meeting.	All Copermittees	11/4/2020
4	Copermittees to contact Chelsea McGimpsey (County of San Diego) to arrange for pickup of promotional items currently stored at the County.	All Copermittees	11/4/2020

153 The meeting was adjourned at 11:50 AM.