



Westbound
COMMUNICATIONS

**Mojave River Watershed Group
Public Involvement and Education Plan**

Fiscal Year 2020/2021

Last Updated: May 27, 2020

Since 2010, Westbound Communications has executed public outreach efforts for the Mojave River Watershed Group (MRWG) under the Phase II Permit, identifying, meeting and even exceeding goals and objectives set out by the team for school, business and community outreach. Our objectives are to first build awareness of the group in the High Desert community; increase the public's engagement in MRWG programs; and ultimately encourage a sense of personal responsibility whereby the public acts on their own to change their behaviors and prevent stormwater pollution. To date, the efforts have exceeded our goals for the program and gone beyond the requirements of the permit, helping to position MRWG positively with the State Water Resources Control Board.

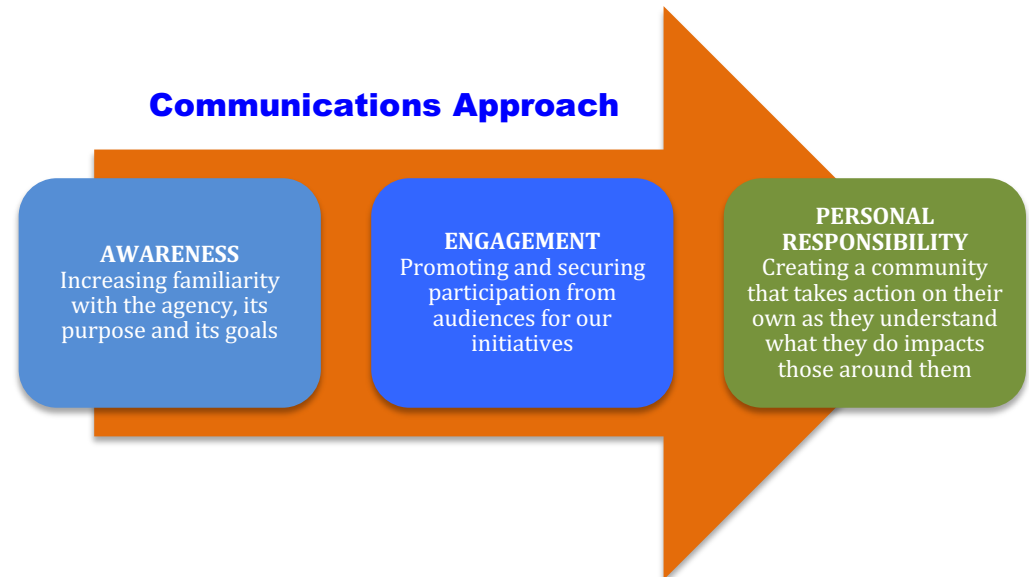
In February 2013, the Water Board issued and adopted a new Phase II permit for MRWG to follow and Westbound began public outreach for this permit in fiscal year 2014/2015. Focused on Consumer-Based Social Marketing (CBSM), the new public outreach requirements fell in line with the direction of Westbound's public outreach strategy, focusing more on the sociological behavior of the community to understand why they might or might not be acting on behavior change, and implementing programs that tackle those barriers.

Now, with a new five-year contract in place beginning in 2020-2025, we have re-evaluated past successes and lessons learned to present the following Scope of Work.

Following is the SOW outlining seven outreach tasks that directly coincide with permit requirements. **Please note, tasks have been adjusted for Year 1 due to COVID-19. The plan below provides workarounds to accommodate for limited in-person and large community event opportunities.**

1. **Website**
2. **Community Outreach**
3. **Business Outreach**
4. **School Outreach**
5. **Social Media Outreach**
6. **Advertising**
7. **Media Outreach**
8. **Administration**

In addition, 2020/2021 efforts will incorporate more zero tolerance trash messaging to support the committee's efforts to meet requirements of the CA Trash Control Policy.



TASK 1: WEBSITE

Target Audiences: General Public	
Permit Requirements Being Met	
<ul style="list-style-type: none"> • E.7.a (e) Utilize public input in developing outreach program • E.7.a (f) Distribute the educational materials 	<ul style="list-style-type: none"> • E.7.a (h) Promote reporting of illicit discharges • E.8 (d) Ensure public can access information about program
Strategy	
Use website as an essential resource for people to learn about MRWG’s mission, report pollution, access pollution prevention tips, education resources, and ways to take action.	
Our Approach	Focus for 2020/2021
<ul style="list-style-type: none"> • Provide an Online Resource – MRWG’s website serves as a portal for all-things pollution prevention and watershed education. • Increase Engagement – Encourage use of pollution reporting form. • Monitor and Update Content– Monitor analytics quarterly to see how the site is performing (most visited pages, etc.) and post collateral and educational materials to the website (tip cards, school curriculum, videos and MRWG owned content). 	<ul style="list-style-type: none"> • Continue to encourage use of electronic pledge form • Promote online pollution reporting

TASK 2: COMMUNITY OUTREACH

Target Audiences: Residents, City officials, City and County Departments, Environmental Groups, Water Organizations, etc.	
Permit Requirements Being Met	
<ul style="list-style-type: none"> • E.7.a (d) Disseminate education materials to target audiences and translate as appropriate • E.7.a (f) Distribute the educational materials 	<ul style="list-style-type: none"> • E.7.a (h) Promote reporting of illicit discharges • E.8 (b) Consider Citizen Advisory Group • E.8 (e) Engage in IRWMP or equivalent
Strategy	
Use online presence to encourage e-pledge form sign-ups promising to take responsibility for preventing stormwater pollution and/or participating in a clean-up event.	

Our Approach	Focus for 2020/2021
<ul style="list-style-type: none"> • Create Simple Stormwater Messaging – Create an understanding of stormwater pollution prevention. • Focus on the Individual – Motivate community members to take action. • Develop Internal Relationships – Rely on partnerships to achieve messaging goals and lead opportunities to be recognized. • Turn Encounters into Behavior Change – Take advantage of every opportunity to maximize our encounters toward personal responsibility. • Diversify Outreach to Community – Make our information easy to access by being available on multiple platforms. 	<ul style="list-style-type: none"> • Utilize digital e-pledge form for online platforms in lieu of community events • Identify speaking opportunities for MRWG outreach team • Continue to build partnerships with organizations and support campaigns that have a similar focus or mission, i.e. Don't Trash Our Desert

TASK 3: BUSINESS OUTREACH

<p>Target Audiences: Real Estate Community, LID Community, Business Managers, Employees, and Customers of Home Improvement, Paint, Landscaping, Pet, Vehicle Maintenance, and Mobile Cleaning, Chamber of Commerce members</p>	
<p>Permit Requirements Being Met</p>	
<ul style="list-style-type: none"> • E.7.a (f) Distribute the educational materials • E.7.a (g) Provide water efficient and stormwater friendly landscaping information 	<ul style="list-style-type: none"> • E.7.a (i) Provide pesticide/fertilizer application information • E.7.a (k,l,m) Develop messaging to reduce discharges from organized car washes, mobile cleaning and pressure cleaning
<p>Strategy</p>	
<p>Use targeted business outreach to educate High Desert businesses about how their actions impact stormwater pollution. Empower businesses to support and adopt stormwater-safe practices.</p>	
<p>Our Approach</p>	<p>Focus for 2020/2021</p>
<ul style="list-style-type: none"> • Identify Business Partners – Categorize businesses as those whose industries directly impact stormwater pollution • Offer Resources as Information Takeaway – Tip cards are a one-stop-shop of stormwater pollution prevention information • Be Industry Specific – Tailor stormwater savvy kits for specific industries 	<ul style="list-style-type: none"> • Redesign eye-catching printed and digital tip cards • Landscape Outreach Program

TASK 4: SCHOOL OUTREACH

Target Audiences: Students, Parents, Staff and Faculty at Elementary Schools, Junior High Schools, High Schools and Colleges	
Permit Requirements Being Met	
<ul style="list-style-type: none"> • E.7.a (f) Distribute the educational materials • E.7.a (j) Provide materials to school children 	<ul style="list-style-type: none"> • E.7.a (k,l,m) Develop messaging to reduce discharges from organized car washes, mobile cleaning and pressure cleaning • E.8 (c) Create involvement opportunities
Strategy	
Create an engaging school outreach program that is entertaining, reinforces learning and grows students into responsible and eco-conscious community members.	
Our Approach	Focus for 2020/2021
<ul style="list-style-type: none"> • Engage Students – Focus on showing and doing, rather than telling. • Focus on High Desert Environment – Tailor school presentations to address specific aspects and needs of the High Desert. • Get on their Level – Fun is a requirement at assemblies – content is geared toward Pre-K up to the college level. • Provide Resources – Teacher kits are filled with curriculum that is easy to implement in the classroom. • Get Involved – From virtual offerings to cleanup events and science fair participation, we maximize outreach to all school groups. 	<ul style="list-style-type: none"> • Continue “The Week Sonny Met A Stormwater Trooper” virtual/in-person book tour • Transition curriculum packets to digital format distribution • Continue hosting in-person/virtual school assemblies with interactive stormwater focused activities

TASK 5: SOCIAL MEDIA OUTREACH

Target Audiences: General public through social media on Facebook, Twitter, Instagram and Pinterest	
Permit Requirements Being Met	
<ul style="list-style-type: none"> • E.7.a (e) Utilize public input in developing outreach program • E.7.a (f) Distribute the educational materials 	<ul style="list-style-type: none"> • E.8 (d) Ensure public can access information about program
Strategy	
Use digital media to share MRWG’s mission and strengthen its reputation as the go-to resource for stormwater-savvy news, resources and best practices.	
Our Approach	Focus for 2020/2021
<ul style="list-style-type: none"> • Multiple Platform Presence – Have an active voice on a variety of platforms including Facebook, Twitter, Instagram, YouTube and Pinterest • Creative Content – Develop engaging content calendars • Spread the Message – Publish content with MRWG messaging that drive people to our website and other outreach tools • Working from Trends – Monitor daily trends to create timely and relevant posts 	<ul style="list-style-type: none"> • Increase social media engagement among existing followers • Create more MRWG-owned content such as livestreams, videos, memes, graphics and campaigns and use YouTube as a resource hub for the community • Continue with paid promotion opportunities to expand reach and gain followers

TASK 6: ADVERTISING

Target Audiences: General public, High Desert commuters, male and female between the ages of 18-65	
Permit Requirements Being Met	
<ul style="list-style-type: none"> • E.7.a (f) Distribute the educational materials 	<ul style="list-style-type: none"> • E.8 (d) Ensure public can access information about program
Strategy	
Invest in traditional advertising to reach High Desert commuters.	
Our Approach	Focus for 2020/2021
<ul style="list-style-type: none"> • Hyper Targeted Ad Placement – Plan advertising in local print and online newspapers to reach residents, especially important when in-person activities will be limited in Year 1 • Reach the Masses – Leverage High Desert media to coordinate advertising opportunities with the most reach in Apple Valley, Hesperia and Victorville 	<ul style="list-style-type: none"> • Promote MRWG through print/online ads with the <i>Victorville Daily Press</i> and sister publications

TASK 7: MEDIA OUTREACH

Target Audiences: General public through traditional media	
Permit Requirements Being Met	
<ul style="list-style-type: none"> • E.7.a (f) Distribute the educational materials 	<ul style="list-style-type: none"> • E.8 (d) Ensure public can access information about program
Strategy	
Use traditional media to tell MRWG's story to the masses.	
Our Approach	Focus for 2020/2021
<ul style="list-style-type: none"> • Proactive Media Pitching – Pitch ongoing stories re: MRWG • Reaching Beyond the Paper – Branch out from newspapers to radio, podcasts, TV, etc. • Working from Trends – Use daily trends to push content 	<ul style="list-style-type: none"> • Provide expert commentary for High Desert media • Encourage media participation • Secure print and broadcast media placements

TASK 8: ADMINISTRATION

Permit Requirements Being Met	
<ul style="list-style-type: none"> • E.7.a (a) Develop and implement comprehensive education and outreach program • E.7.a (b) Conduct surveys 2x during permit term • E.7.a (c) Develop and convey a specific stormwater message 	<ul style="list-style-type: none"> • E.7.a (e) Utilize public input in developing outreach program • E.8 (a) Develop public involvement strategy • E.8 (b) Consider Citizen Advisory group
Strategy	
Implement streamline administrative reporting process so that Committee can share results with Lahontan Water Board and CA Water Board	
Our Approach	Focus for 2020/2021
<ul style="list-style-type: none"> • Work Together– Provide monthly/quarterly/annual updates to work through wins, results and challenges • Track Progress – Meet deliverables to confirm that permit requirements are met 	<ul style="list-style-type: none"> • Provide regular reporting on Education and Outreach program • Update databases as needed