

# MASS MEDIA CAMPAIGN (MMC) RECOMMENDATIONS

# BACKGROUND

- Current programs
  - MMC
  - CCCW
- SWC asked TMACOG to explore options and make recommendations
- Engagement with media companies – WTOL and 13abc
  - Presentations at SWAG
  - Summarized for comparison
  - Reviewed options with SWAG
  - Will host an online presentation for members on November 1<sup>st</sup> at 9:30am and provide a recording to those who cannot attend
  - Plan to begin/continue MMC programming in early 2024

# MMC ANNUAL WORK PROGRAM ITEM

By October 2023, provide written recommendations that define a framework for the CCCW and the Lucas County Engineer's Mass Media Campaign.

1. Determine the benefit of the programs to SWC members
2. Identify an entity to administer both programs
3. Determine the total cost to administer both campaigns

# I. DETERMINE THE BENEFIT OF THE PROGRAMS TO SWC MEMBERS

Benefit	MMC	CCCW
Reportable metrics for stormwater education and outreach	Number of impressions or clicks from broadcast and digital media	Web hits and pledges declining since start-up
A mechanism to consistently inform the public of stormwater educational themes and messages	Broad and targeted reach using broadcast and digital media	Web content and printed materials, relies mostly on events and social media
A single voice and cohesive branding for stormwater education and outreach	Developed through media contract	Website and print content to customize for our region
Collaboration and cost sharing lightens the burden on individual communities	Yes	Yes
Stormwater educational content	Developed through media contract	Existing, but copyright may prohibit use in new campaign

## 2. IDENTIFY AN ENTITY TO ADMINISTER BOTH PROGRAMS

### **Start-up work items**

- Work with media company to merge C3W and Lake Erie Starts Here
- Provide content structured around MCMs
- Coordinate with member working group to develop campaign direction and program foundation
- Coordinate with members for finances and billing
- Retrieve content from current platforms
- Migrate content to organization's preferred web platform
- Solicit bids for billboard campaign
- Coordinate possible billboard campaign with media company
- Coordinate with stakeholders in Eastern Ohio on Lake Erie Starts Here branding
- Develop proposals and apply for funding

### **Ongoing work items**

- Provide monthly content around themes to the media company
- post/share content on social media
- develop automated emails
- update website
- Coordinate members and partners to appear TV throughout the year
- Work with media company to compile and report metrics to members (quarterly)
- Present program updates at Stormwater Coalition meetings (quarterly )
- Facilitate SW Education working group (at least annually)
- Summarize all program data for OEPA reports (annually)
- Invoice members for cost sharing (annually)

### 3. DETERMINE THE TOTAL COST TO ADMINISTER BOTH CAMPAIGNS

Program component	Annual Cost	
<u>Annual Administrative cost estimate</u> Administrative costs are part of the regular SWC dues Ongoing partnerships with PCS for individual events will remain unaffected	Program managed by TMACOG	PCS to coordinate and TMACOG administering finances
	\$30,000 - \$40,000	\$20,000 - \$25,000
<u>Clear Choices Clean Water (C3W) programming</u>	\$6,725 (Paid-up to April 30 <sup>th</sup> , 2025)	
Media campaign estimate (6 months of programming) Campaign costs will be an additional cost-share billed to SWC member similar to C3W	\$30,000	

# MMC OPTIONS

## Collaborative Education Options discussed by TMACOG and SWAG

- A. All educational programming remains unchanged – Lucas County administers MMC and TMACOG administers CCCW. SWC members pay for 2 campaigns.
- B. Merge MMC branding with Clear Choices Clean Water and maintain both programs. SWC members pay for 2 campaigns.
- C. Transition all collaborative SW education to MMC. Do not renew Clear Choices Clean Water in 2025. SWC members pay for 1 campaign.

## Administration Options discussed by TMACOG and SWAG

- A. Stormwater Coalition's educational programming is managed by TMACOG.
- B. Contract with Partners for Clean Streams (PCS) to coordinate SWC's Educational programming with TMACOG administering finances contracts.

## TMACOG'S RECOMMENDATIONS

- Transition all collaborative SW education to MMC. Do not renew Clear Choices Clean Water in 2025. SWC members pay for I campaign.
- Contract with Partners for Clean Streams (PCS) to coordinate SWC's Educational programming with TMACOG administering finances and contracts.



# RECOMMENDED ACTION TODAY

Stormwater Coalition should identify an organization to

1. administer the SWC mass media campaign
2. determine the media company to provide services
3. enter into contracts as necessary to accomplish the goals of the campaign
4. collect cost share payments from members

SWC AD HOC FINANCE UPDATE

# SWC AD HOC FINANCE COMMITTEE

## Purpose

- Develop method to distribute costs fairly across member MS4s

## Meeting August 30, 2023

- Goals – Gather feedback from members to evaluate the Stormwater Coalition dues structure.

## Members

Jason Sisco	Wood County
Mike Pniewski	Lucas County
Kevin Aller	City of Sylvania
Patekka Bannister	City of Toledo-DPU
Doug Stephens	City of Toledo-Transportation
John Wenzlick	Village of Ottawa Hills
Kevin Laughlin	City of Northwood
Jon Eckel	Perrysburg Twp

# AUGUST 30 MEETING OUTCOMES

Request TMACOG provide a hypothetical dues scenario with the goal to

- Distribute dues fairly across member MS4s
- Align Toledo's dues to match Lucas County's
- Ensure long-term program sustainability
- Develop a dues schedule defensible to elected officials and the public

Draft Dues Schedule

- 15% Increase for all members
- Equalizes Toledo's and Lucas County's Dues
- Results in Total SWC Program Revenue of ~\$120K
- DOES NOT account for updated parcel numbers

## SWC DUES STRUCTURE

### Current

- \$0.73 for Phase II communities
- \$0.098 for Phase I communities
- Total dues assessed in 2023 – \$91,688

### First draft new rates

- \$.84 per parcel for all Phase II communities
  - 15% increase
- \$0.242 per parcel for all non-Phase II
  - 147% increase
- Total dues assessed for 2025 ~\$120,000

REMAINDER OF FY24

# FY24 AWP FOCUS

## **Critical Work - Program Development**

- Convene SWC ad hoc Finance Committee and provide staff support to determine new SWC dues structure
- By January 2024 – Identify stormwater education funding sources
- By June 2024 – Apply for one stormwater education grant
- After January 2024 – Make recommendations for coordinating TMACOG's Student Watershed Watch Program with SWC goals

## **Critical Work - Ongoing Program Administration**

- Coordinate the Stormwater Coalition and plan quarterly SWC meetings
- Coordinate Stormwater Action Group (SWAG) – meet as needed to provide input on AWP work items
- Professional development for TMACOG Stormwater Program staff
- Compile annual reporting materials

## **Member-identified Priorities (will be addressed after prioritizing critical work)**

- Stay current with stormwater regulations and inform members of upcoming regulatory changes and compliance deadlines.
- Provide one educational opportunity aimed at improving implementation of stormwater and/or construction BMPs.
- Through regular SWC and SWAG meetings, engage with other agencies on mutually beneficial projects and topics
- Provide support to member and partner stormwater education efforts.
- Investigate details for initiating and funding a stormwater education billboard campaign

## ESTIMATED SWC COSTS IN 2024

<b>Program Revenue</b>	
SWC Dues assessed	\$ 91,688
MMC Cost-share	\$ 30,000
<b>Total Revenue</b>	<b>\$ 121,688</b>

<b>MMC</b>	
Media Contract	\$ 30,000
MMC Coordination Contract (estimated)	\$ 25,000
MMC start-up, CCCW content retrieval and, contract admin (estimated)	\$ 14,000
Estimated MMC total	\$ 69,000
<b>SWC AWP Work</b>	<b>\$ 52,688</b>
<b>Total estimated Costs</b>	<b>\$ 121,688</b>



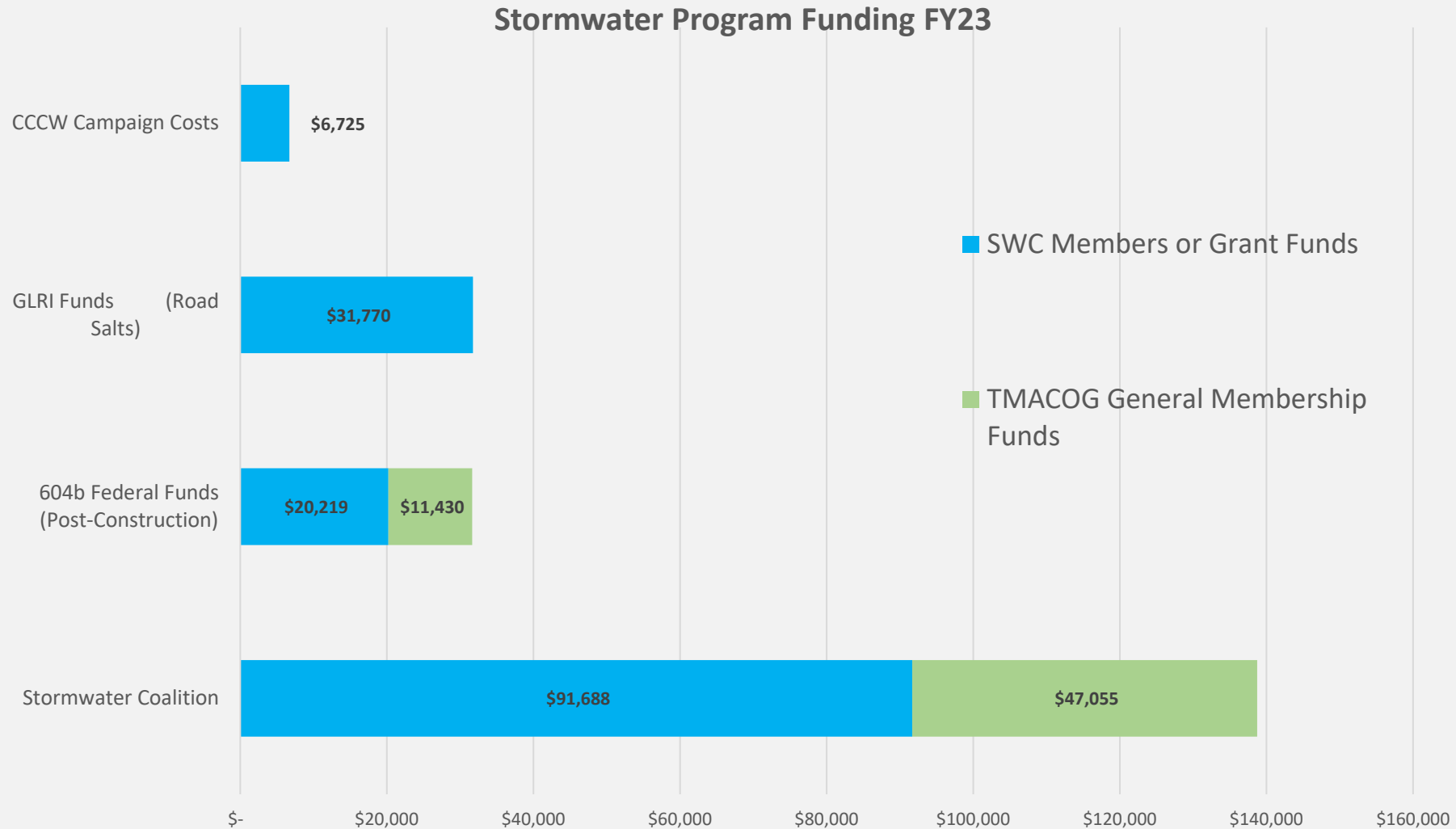
## SWC FUNDING BEYOND 2024

- To Be Determined
- Staff to continue work with ad hoc Finance group to determine method of calculation
- New dues structure will need SWC approval by October 2024
- Annual Work Program for FY25 will be presented for approval by SWC in January

## DISCUSSION

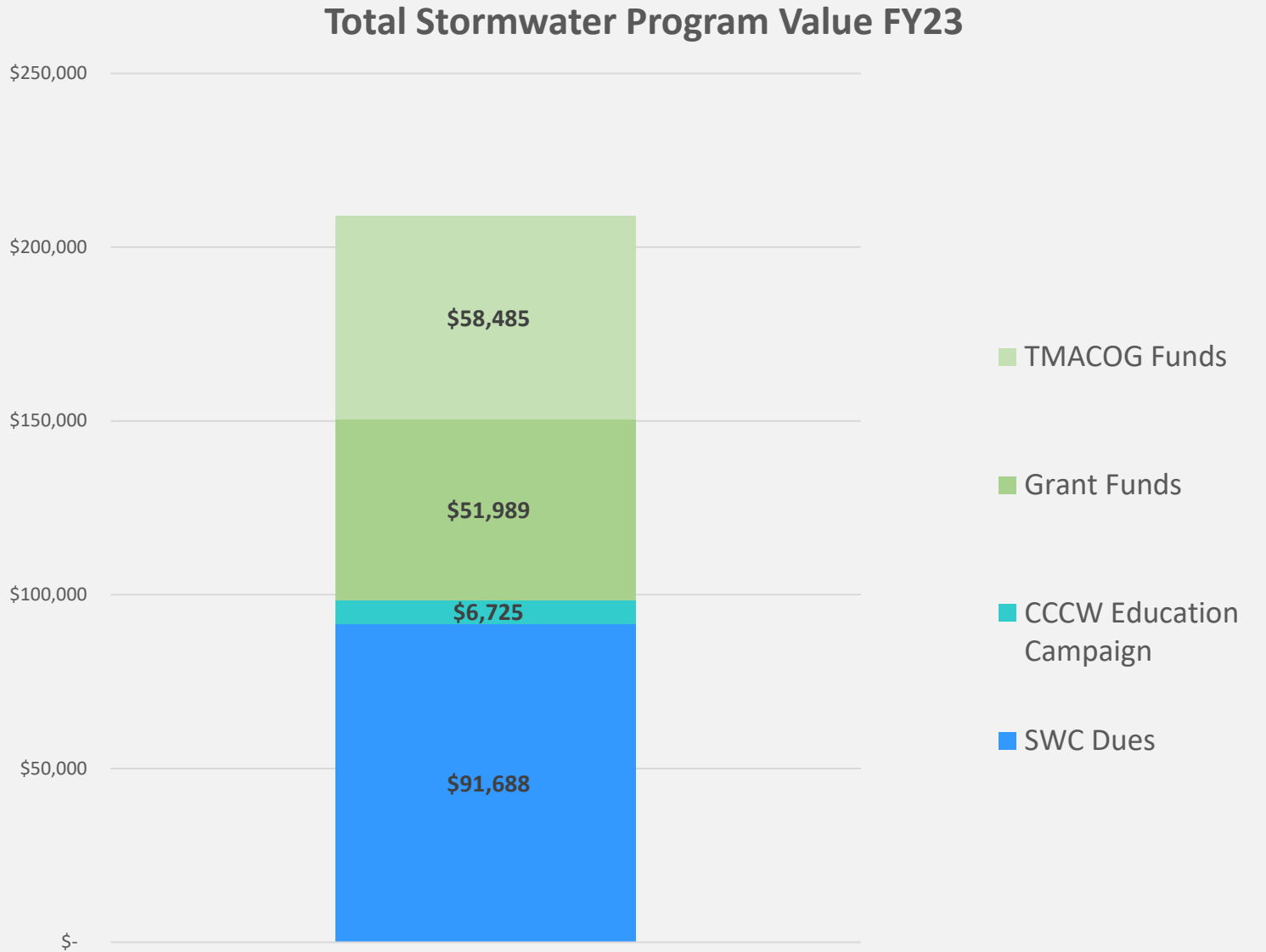
# STORMWATER PROGRAM FUNDING AT A GLANCE

## JULY 1, 2022 – JUNE 30, 2023



# STORMWATER PROGRAM VALUE FY23:

**\$208,887**



## SUMMARY OF SWC FINANCES

- SWC members have made significant investment in regional stormwater coordination
- The SWC Program is subsidized by TMACOG general membership funds
- Using general membership funds, staff seek and administer additional grant funding to support stormwater program objectives
- To ensure long-term sustainability, the TMACOG Stormwater Program requires SWC dues of at least \$100K/year with an index for increases
- SWC Dues need to be restructured to ensure equitable distribution of program costs