





Guide for Third Meeting

SaMS Education and Outreach Workgroup

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Workgroup Highlights

- Wrapping-up 3rd Round of Meetings
- Soon Scheduling 4th Round
 - Except for Traditional BMP Workgroup
- From SAC Meeting:
 - Overall support for developing recommendations
 - Feedback for Education and Outreach Workgroup
 - Need messages targeted at elected officials
 - K-12 educational focus needed
 - Distinguish messages between audiences (i.e. private property vs. general public)
 - Greater clarity/certainty of next steps for outreach plan
 - Collaborate with different programs

Workgroup Highlights (cont.)

- Notes from Other Workgroups:
 - Non-Traditional BMPs: Request to develop outreach materials using information they gathered for homeowners/commuters

Current Action Items

- Pilot Outreach Campaign / Plan
 - Two components:
 1. Online (newsletter / email / social media)
 2. Listening session (in-person, hold in Long Branch Watershed)
 - Two steps to implement (new):
 1. Introduce SaMS / Encourage SaMS newsletter sign-up
 2. Awareness (message testing)
- Baseline Awareness Survey
- Over-Arching Message (a.k.a. tagline)
- Outreach Materials
- Social Media Toolkit
- Funding

Messages and “Tagline”

- Overarching Message:
 - Winter Salt Smart
- Hashtag:
 1. (Primary) #WinterSaltSmart
 2. (Secondary) #LearnAboutSalt
- Teaser Language:
 1. Learn more about salt use in Northern Virginia at: [web link]
 2. Want to learn how we’re doing this in Northern Virginia? Click here: [web link]
 3. The pluses and minuses of salt use in Northern Virginia at: [web link]
- Feedback Form (on messaging):
 - See handout

SaMS Logo



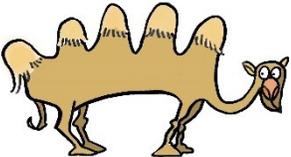
Listening Session

1. In-person Component of the Outreach Plan
2. One (1) Session in Early December 2019
 - Hold in the Long Branch watershed (Fairfax County)
3. Advertisement by Postcard Mailers
 - One time mailing to those in Long Branch watershed
 - Provided by Clean Water Action

Mascot / Outreach Ads / Coloring Sheet

- Primary Proposal: Display during Listening Session Only

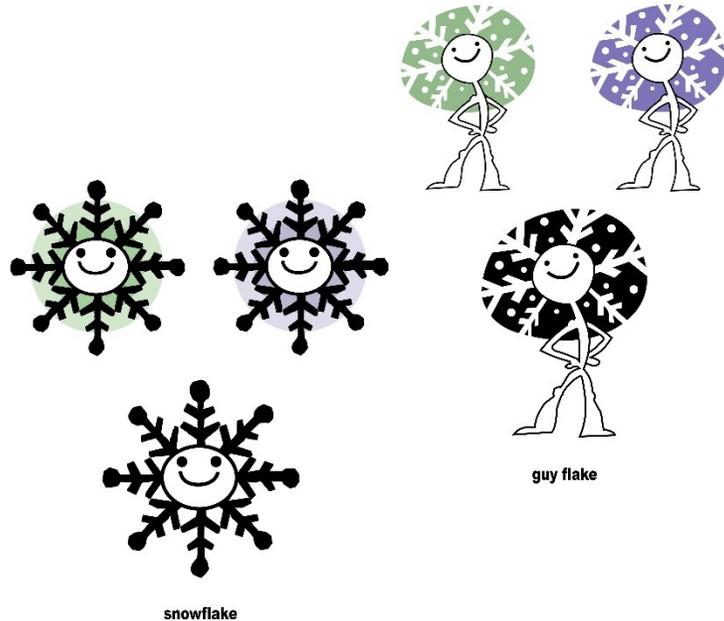
Yes, Virginia,
you **CAN** have too much of a good thing.



Winter salt is like that.

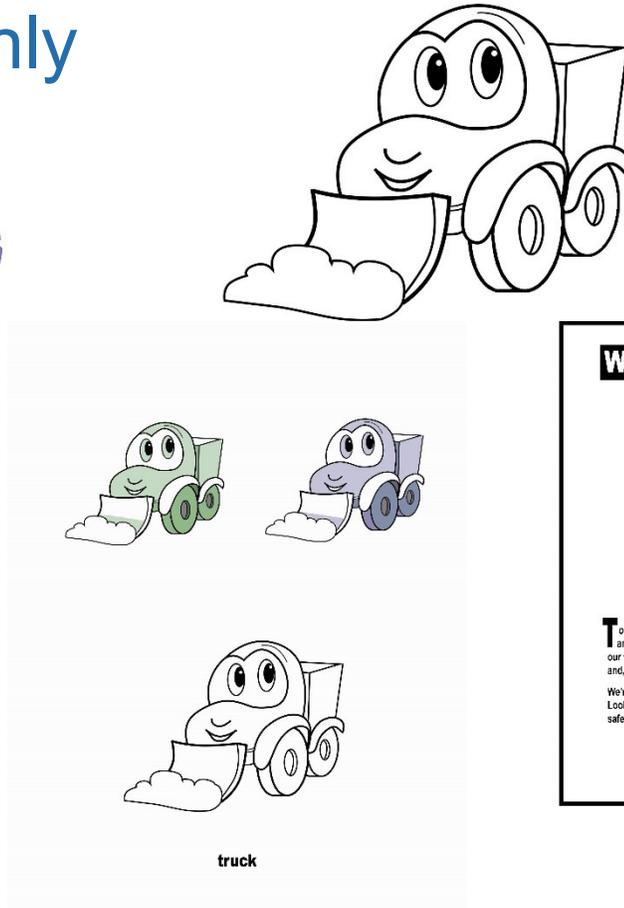
In icy times, salt is tossed on our pavements to give us a grip and keep us safe while we're on the move. That's a good thing. But once winter is done, left-over winter salt becomes a problem. It harms our rivers and wildlife, corrodes our cars, even affects our drinking water.

We're SaMS, working to help Northern Virginia use salt more wisely. Look for our tips and guidelines to strike a balance between your safety in winter and your health all year long.

snowflake

guy flake



truck

Got Corrosion?



SaMS is on the case.

The grip salt gives us in the icy season helps keep us safe. But it has a downside: it takes a corrosive bite into our cars, bridges, roads and other infrastructure.

We're SaMS, working to help you. Look for our tips and guidelines to strike a balance between your safety in winter and your health all year long. Your car will thank you.

SALT tastes BAD to Mother Nature.



Every winter tons of salt are tossed on paved surfaces without much thought about where it ends up. It ends up in our lakes and streams where fresh water fish, plants, animals, and birds suffer its effects.

We're SaMS, working to help Northern Virginia use salt more wisely. Look for our tips and guidelines to strike a balance between your safety in winter and your health all year long. We'll thank you.



When salt hits the road it really goes places.



Tons of salt are tossed on pavements every winter to help our boots and tires grip on ice. But all that salt doesn't stay put. It ends up in our waterways, making them unhealthy for fresh water fish, wildlife, and, ultimately, us.

We're SaMS, working to help Northern Virginia use salt more wisely. Look for our tips and guidelines to strike a balance between your safety in winter and your health all year long.



Pilot Outreach Plan: Overview

- Proposed Timeframe: November – December 2019
- Components of Outreach
 1. Online (newsletter / email / social media)
 2. Listening session (in-person, held in Long Branch Watershed)
- Steps to Implement
 1. Introduce SaMS / Encourage SaMS Newsletter Sign-up
 2. Awareness Outreach (test messaging)
- Form Subgroup to Finalize Details
 - Work through implementation details to encourage coordinated effort
 - Helpful to include communication staff

Pilot Outreach Plan: Step 1

- Introduce SaMS and Encourage SaMS Newsletter Signup
 - Distribute content via organizations' choice (email, newsletter, social media)
 - Frequency: 1x
 - Timing: November (synchronized?)
 - Content:
 - What is SaMS
 - Hashtags and a sign-up to join an **Email List** to learn more
 - Organizations provide perspective on their participation
 - Data: Metrics from Pilot Campaign
 - Include SaMS logo (begin branding)

Pilot Outreach Plan: Step 2

- Step 2 – Awareness
 - Distribute content via:
 1. Organizations' social media
 2. 1st SaMS **Awareness Newsletter**
 - Timing: December (synchronized?)
 - Frequency: 1x each (Social Media and SaMS **Awareness Newsletter**)
 - Content:
 - Social Media = Hashtag + Teaser + Link to 1 page flyer
 - SaMS **Awareness Newsletter** = reformatted 1 page flyer
 - Data: Metrics from Pilot Campaign
 - Include SaMS logo (branding)

Pilot Outreach Plan: Finalizing Implementation Details

- Message Testing Subgroup* Tasks:
 - Identify timing (timeframe, duration, time of day)
 - Identify content for easy implementation
 - Identify pictures to accompany content

**Include communications staff if applicable*

Baseline Awareness Survey

- Status
- Timeline
- Review of Draft Questionnaire by Amplitude
 - In-progress (results not ready in time for this meeting)
 - Coordinate input with workgroup
- Finalizing Questionnaire

Social Media Toolkit

- Focus Broadened Beyond Social Media:
 - Encompass “elements” for future development
 - All messages (i.e. tagline, hashtags, etc.)
 - Any recommendations that stem from “lessons learned” this Fall
- Could “grow” by adding materials developed by SAC member organizations during SaMS implementation

Funding Opportunities

- Critical component to support SaMS implementation
- Only workgroup to dive into this topic
- Multiple funding sources identified, mostly focused on research oriented efforts
- Still interested identifying additional other opportunities

Elements for Developing Future Materials

- Purpose to guide future development of outreach and education materials for consistency with SaMS
- Drafted in consideration of SaMS Goals
- For each, identify sections of SaMS document to aide understanding or material development
- Consider use of the SaMS logo* on materials that follow the elements

**Additional consideration needed for oversight of the SaMS logo and its use)*

Proposed: Four Elements

1. The importance of public safety is not marginalized.
2. Pros and cons of winter salt use, when identified, are fairly balanced. Cons associated with salt use are not to be presented without also identifying its benefits.
3. Frame the message/material in a positive light.
4. Include information on ways the targeted audience can make a difference (actionable item), as appropriate.

Non-Traditional BMP Workgroup Request

- Workgroup drafting BMP recommendations for homeowners and commuters
- Request for the Education and Outreach Workgroup to develop outreach material (i.e. brochure or pamphlet) using this information

Planning Next Steps

- Process to review and incorporate information learned from:
 1. Outreach Plan
 2. Baseline Awareness Survey
- How to incorporate “lessons learned”?
 - Format of review:
 - Form a subgroup(s)?
 - Conference call of the entire workgroup?
 - Threshold for incorporating “lesson learned” into final SaMS?
 - Summarize effort and results in final SaMS?

Third Meeting Wrap-Up

- Follow-up Items and Assignments
- Any Recommendations for Other Workgroups?
- Next Meeting
 - Conference call needed prior to 4th in-person meeting?
 - 4th meeting anticipated end of Feb. 2020
 - Doodle poll requesting availability will be sent out with draft meeting minutes