2020 Partnerships / Sponsorships

Community & Media Relations
Did you use water today?
**HOMEOWNER RESPONSIBILITY**

- Inside the home
- From the home to the street

**COMMUNITY RESPONSIBILITY**

Lateral sewers connecting property to “interceptors” (trunk sewers)

**NEORSD RESPONSIBILITY**

“Interceptors” and NEORSD collection and treatment facilities

Northeast Ohio Regional Sewer District
Agenda

• About Us
• Sponsorship Criteria
• 2020 Key Messages & Programs
• Budget
• Application Process
• Timeline
About NEORSD

• Gray Pipes and Green Plants
• Treatment Facilities
• Science and Response
Where does it go?
Gray Pipes and Green Plants
Gray Pipes and Green Plants
Gray Pipes and Green Plants

350 miles of existing ‘highway’ sewers
HOMEOWNER RESPONSIBILITY

- Inside the home
- From the home to the street

COMMUNITY RESPONSIBILITY

Lateral sewers connecting property to "interceptors" (trunk sewers)

"Interceptors" and NEORSD collection and treatment facilities

NEORSD RESPONSIBILITY

Northeast Ohio Regional Sewer District
Gray Pipes and Green Plants

Existing sewers are old
Gray Pipes and Green Plants

Existing sewers must be maintained
Gray Pipes and Green Plants

Normal, “dry-weather” flow travels to the wastewater treatment plant.

When it rains, a mix of stormwater and wastewater spills over the weir and discharges into the environment, untreated.

New sewers must be built to address problems.
Gray Pipes and Green Plants

New sewers must be built to address problems
Gray Pipes and Green Plants
Gray Pipes and Green Plants

Project Clean Lake Storage Tunnels

LAKE ERIE

Westerly Storage Tunnel
25' Diameter
9,600' Long
Complete 2021

Big Creek Storage Tunnel
20' Diameter
22,400' Long
2027-33

Euclid Creek Storage Tunnel
24' Diameter
18,000' Long
Complete

Dugway Storage Tunnel
24' Diameter
15,000' Long
Complete 2019

Shoreline Storage Tunnel
23' Diameter
14,500' Long
2021-25

Doan Valley Storage Tunnel
18' Diameter
10,000' Long
Complete 2021

Southerly Storage Tunnel
23' Diameter
18,300' Long
2024-28

As spelled out in its consent decree with the U.S. and Ohio EPAs and federal Justice Department, the Sewer District is constructing seven large CSO storage tunnels over the next two decades.
Gray Pipes and Green Plants
Gray Pipes and Green Plants
Impervious Surfaces
Gray Pipes and Green Plants

Sheldon Road Flooding, 2011
Gray Pipes and Green Plants

Mill Creek, 2011
Gray Pipes and **Green Plants**

Baldwin Creek, 2011
Gray Pipes and Green Plants

Towpath: Before
Gray Pipes and Green Plants

Towpath: After
Gray Pipes and Green Plants

Bakers Creek
Gray Pipes and Green Plants

Bakers Creek
Gray Pipes and Green Plants

Fleet Avenue Green Infrastructure
What happens next?
Treatment Facilities
Treatment Facilities

Discharges into Lake Erie and the Cuyahoga River
Science and Research
Why should I care?
Our message is about the work it takes to clean water.

Our message is about the importance of clean water.
2020 Criteria for Sponsorship

✓ UNDERSTANDING
  Help the public understand who we are, what we do and why it is important

✓ VALUES
  Reinforce the Sewer District’s core values

✓ STEWARDSHIP
  Encourage responsible water stewardship

✓ EMPLOYMENT
  Gain recognition as an employer or business partner of choice

MUST MEET 2+
2020 Criteria for Sponsorship

- **COMMUNITY**
  Support neighborhood activities that promote economic development

- **DIVERSITY**
  Encourage diversity and inclusion

- **CUSTOMER SERVICE**
  Assist eligible customers in learning about Cost-Saving Programs

- **REINFORCEMENT**
  Reinforce the requirements of our CSO consent decree

**MUST MEET 2+**
Key Campaigns
What can I do to protect the environment?
Healthy home handbook
33 eco-friendly tips, recipes, resources
neorsd.org/HealthyHome

Pitch Those Pills!
Pharmaceuticals collection education and events to protect water quality
neorsd.org/PitchThosePills

Pick Up Poop! (PUP)
Yard signs, pet waste bags, etc.
DogsCantFlush.org
Healthy Home Handbook

ABOUT
• Personal Responsibility
• General Environmental Education

AUDIENCE
• All customers within Service Area

TIMELINE
• All year
Pitch Those Pills

ABOUT
• Rx Collections

AUDIENCE
• Seniors
• Parents

TIMELINE
• April – October

#PitchThosePills
Don’t flush your old meds. Collection events and safe drop-offs help protect your environment and family.
Pick Up Poop (PUP)

ABOUT
• Doo the right thing and clean up after your pet.

AUDIENCE
• Dog owners

TIMELINE
• All year but focus on summer months
Captive Audience
Stall Tactics

AUDIENCE
• Anywhere with restrooms

TIMELINE
• All year

A fully grown hippo dumps 60 pounds of excrement into the river or lake where it lives every day.

Northeast Ohio Regional Sewer District

@NEORSD
Reduction in Sewer and Stormwater Bills?
Cost-Saving Programs

- ABOUT
- Reduced sewer rates for eligible customers
- Homestead Program
- Affordability Program

- AUDIENCE
- Seniors
- Homeowners

- TIMELINE: All year

Cost-saving programs

We understand customers have challenges that can make paying utility bills difficult. The following cost-saving programs benefit eligible customers. View the details below to see if you qualify.

<table>
<thead>
<tr>
<th>Homestead</th>
<th>Affordability</th>
<th>Crisis assistance</th>
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<tbody>
<tr>
<td>Available to customers aged 65 or older, or customers under 65 who are totally disabled. Total household income must not exceed $33,500 (effective January 1, 2018). Enrollment is valid for a three-year period.</td>
<td>Rate reduction of 40 percent available for customers whose annual income is at or below 200 percent of the poverty level. Customers can be enrolled in either the Homestead program or the Affordability program, but not both. The reduced rate is the same for both programs.</td>
<td>Available to customers affected by a major event in their life (such as sudden medical expenses, job loss, separation, or divorce) offering financial assistance of 50% of sewer balance (up to $300) toward your account. Administered by CHN Housing Partners. Verification documents required.</td>
</tr>
</tbody>
</table>

Download application
Get credit where credit is due.

Improvements on your property can reduce the impacts of stormwater, earn you fee credits, and beautify your neighborhood. Learn more today.

Northeast Ohio Regional Sewer District
@neorsd • neorsd.org/stormwater
Work for NEORSD?
Careers

About
• Variety of jobs at the Sewer District
• Diversity & inclusion
• 1/3 Eligible to Retire

Audience
• Prospective employees
• Veterans

Timeline
• All year

Our 650 employees working for clean water thank those who have served our country.
Join our team on a mission to keep our Great Lake great.

“My work protects local jobs and our environment.”

Andrew Rossiter
Easterly Assistant Superintendent
U.S. Navy (1986-1990)
Scholastic Outreach

ABOUT
• Science, technology, engineering and math
• Place-based, water quality education

AUDIENCE
• Pre-school to College

TIMELINE
• School year (September through May)
• Summer months, too
Environmental Focus

Know what to flush!
Rates

The Price is Right!

Compare the cost to treat one gallon of wastewater to the price of these everyday items.

Northeast Ohio Regional Sewer District
Interactive Outreach Tools

- Sewer Simulator
- Enviroscape
- Green Infrastructure
- Getting Flushed Game
- Process jars
- Great Lake Great Activity
- Toilet it or Toss It
- Bugs and Fish
- Archimedes Screw
- pH
- Price is Right
Going Swimming?
Water Quality / Environment

ABOUT
• Daily Beach Testing, Beach Reports

AUDIENCE
• Edgewater and Villa Angela beach-goers

TIMELINE
• Memorial Day to Labor Day
Infrastructure Week
May 11th through 18th
Project Clean Lake

ABOUT
• $3 billion infrastructure investment over 25 years
• Green infrastructure, large tunnels and new sewers
• Reduce combined sewer overflows in region

AUDIENCE
• All customers but specific focus on combined sewer area

TIMELINE
• All year
• Infrastructure Week
Clean Water Fest
Clean Water Fest

ABOUT
• Tours
• Education
• Fun

AUDIENCE
• Everyone!

TIMELINE
• September 19th
2020 Budget: TBD

• **Media: 40%**
  • TV, Radio, Print, Internet, Outdoor

• **Public Education: 35%**
  • Educational Opportunities, Strategic Partnerships, Environmental Initiatives, Scholastic Programming

• **Targeted Outreach: 25%**
  • Community Event Support (e.g. Glenville Fest)
  • Student Programs (e.g. STEP, ACE)
  • Diversity & Inclusion, Career Opportunities
  • Government Affairs
Integrated Packages

MEDIA BUYS: Digital and Social Media
• Embedded Messaging into Programming
• Value-Added Opportunities? Media? Events?
• Social media; newsletters

EVENT / PROGRAM SPONSORSHIPS: “Logo Soup”
• Tickets? On-Site Exposure?
• Incorporate Messaging into Sponsorships
• Social media; newsletters
Beach Report Embedded in News
Are you a registered vendor?

To register, visit: http://www.neorsd.org/register. Questions about the registration process can be directed to the NEORSD Purchasing Department at 216-881-6600.

Please complete the application using this online form. You will be able to upload attachments as necessary, and please itemize sponsorship and partnership opportunities whenever possible.

Upon approval of sponsorships and partnerships, you will receive a Purchase Order Number (PO#) from our Purchasing Department and a Recap Form and Approval Letter from our Community and Media Relations Team. All requested items listed in the Recap Form must be received for future consideration of additional opportunities.

Questions?
If you have any questions regarding the application or application process, please contact outreach@neorsd.org.

Is your organization or your fiscal agent a registered vendor?
-Select One-

Submit
Contact Information

Organizations Information

- Required before final submission
- ORGANIZATION NAME
- DBA

Primary Contact

- VENDOR REGISTRATION ID
- VERIFY VENDOR REGISTRATION ID
- FIRST NAME
- LAST NAME
- E-MAIL
- PHONE
FISCAL AGENT INFORMATION, IF APPLICABLE

ALL PAYMENTS WILL BE SENT TO THE FISCAL AGENT.

FISCAL ORGANIZATION NAME

FISCAL AGENT REGISTRATION ID

VERIFY FISCAL AGENT REGISTRATION ID

FIRST NAME

LAST NAME

E-MAIL

PHONE

PAYMENT NOTES (IF APPLICABLE)
Requirements

- Required before final submission

**PLEASE PROVIDE DETAILED INFORMATION ABOUT THE SPONSORSHIP OR PARTNERSHIP.** This can be on a separate, attached proposal, but all fields in red must be answered.

**SPONSORSHIP AMOUNT REQUESTED**

**PROJECT INFORMATION:**
- Name of Project
- Purpose or goals of the project and the activities

**CRITERIA:**
- Outline, in detail, how this partnership or media buy will meet the criteria.

**TARGET AUDIENCE:**
- FOR MEDIA, provide a station/publication demographics and reach.
- FOR EVENTS AND/OR SPONSORSHIPS, provide attendee demographics and estimated attendance. Please provide as much detail as possible.

**FOR EVENTS, if applicable:**
- Date, time, and location of the event.
- How will the event be promoted? Include media and methods that will be used, including social media. Attach supplementary materials if necessary.
Submission
Review

Organization Information

YOU CAN REVIEW THE INFORMATION YOU'VE PROVIDED SO FAR AND MAKE NECESSARY MODIFICATIONS HERE. IF YOU'RE SATISFIED WITH THE CONTENTS OF THE APPLICATION, CLICK SUBMIT TO FORWARD YOUR APPLICATION FOR CONSIDERATION. IF YOU'RE NOT READY TO SUBMIT YOUR APPLICATION YET, CLICK SAVE & FINISH LATER.

Primary Contact

VENDOR REGISTRATION ID 12345678
VERIFY VENDOR REGISTRATION ID 12345678

First Name

Last Name

E-mail

Phone

Secondary Contact

First Name

Last Name

E-mail

Phone
## Deadline Dates

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<thead>
<tr>
<th>SUBMISSION</th>
<th>REVIEW</th>
<th>NOTIFICATION</th>
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Timeline

FIRST QUARTER NEEDS?
• Applications will be accepted ASAP.

HOWEVER...
• Preparing budgets Q4 2019
• Preliminary budgets for Q1
• Budgets approved March 1 or 15, 2020

SPONSORSHIP PLANS ARE ALL TENTATIVE UNTIL BUDGET APPROVAL.
Contact Information 216-881-6600

• Jean Smith, Manager of Community and Media Relations
  smithjean@neorsd.org

• Jenn Elting, Senior Public Information Specialist
  eltingj@neorsd.org

• Ebony Hood, Community Relations Specialist
  hoode@neorsd.org

• Jessica Shutty, Community Relations Specialist
  shuttyj@neorsd.org