

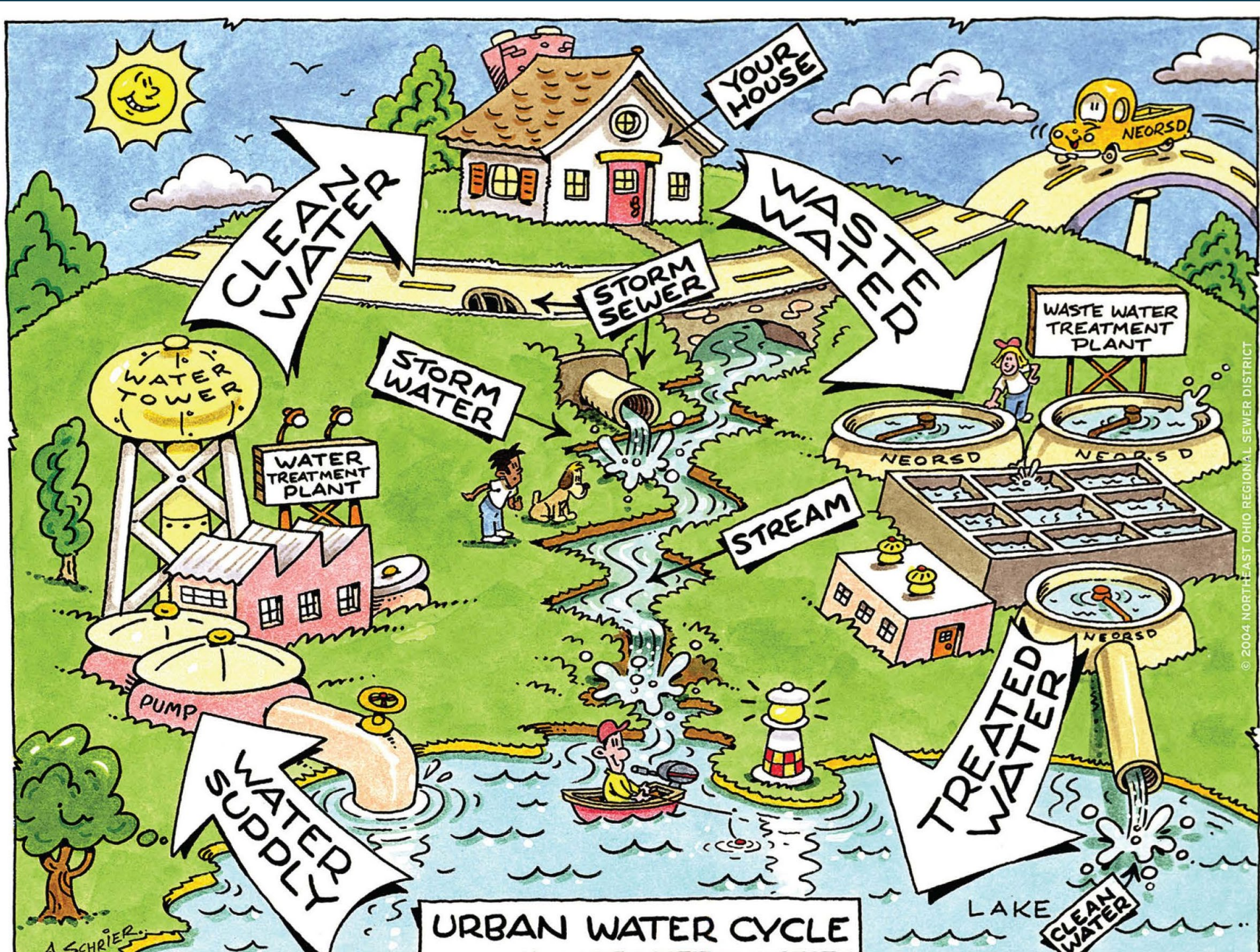


2021 Partnerships / Sponsorships

Community & Media Relations

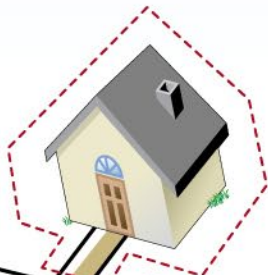
**Did you
use water
today?**





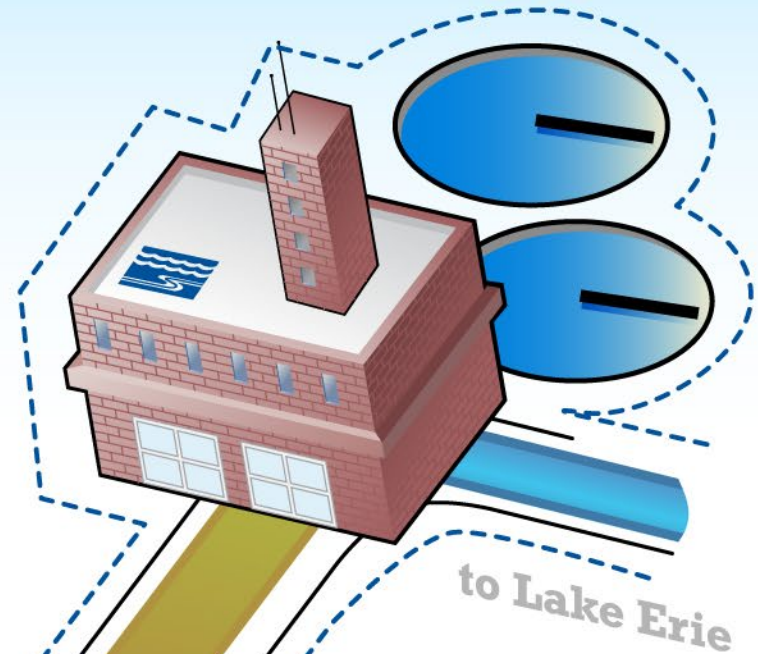
HOMEOWNER RESPONSIBILITY

- Inside the home
- From the home to the street



COMMUNITY RESPONSIBILITY

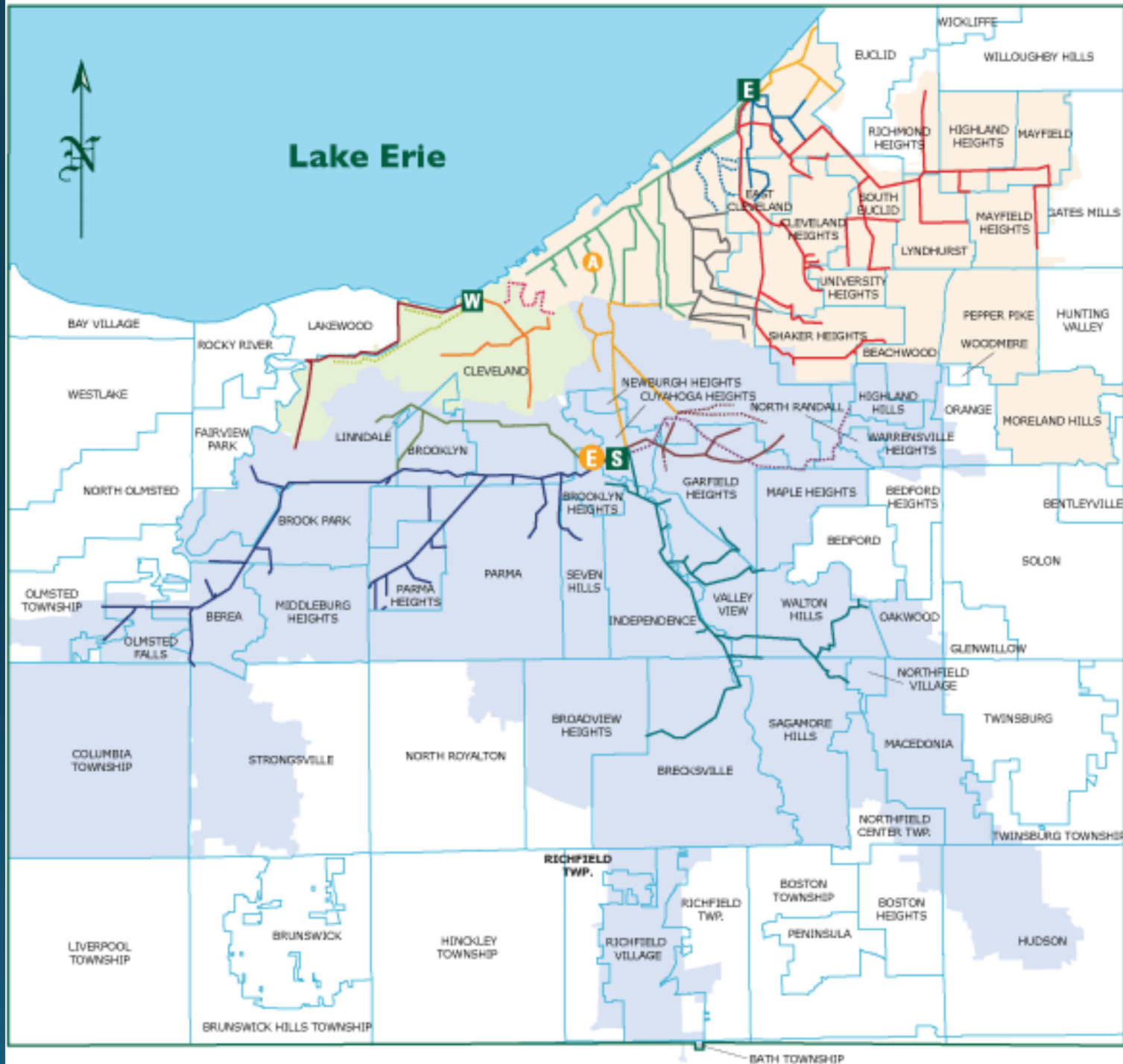
Lateral sewers connecting
property to "interceptors"
(trunk sewers)



"Interceptors" and
NEORSD collection and
treatment facilities

NEORSD RESPONSIBILITY

 **Northeast Ohio
Regional Sewer District**



Agenda

- About Us
- Sponsorship Criteria
- 2021 Key Messages & Programs
- Budget
- Application Process
- Timeline

About NEORSD

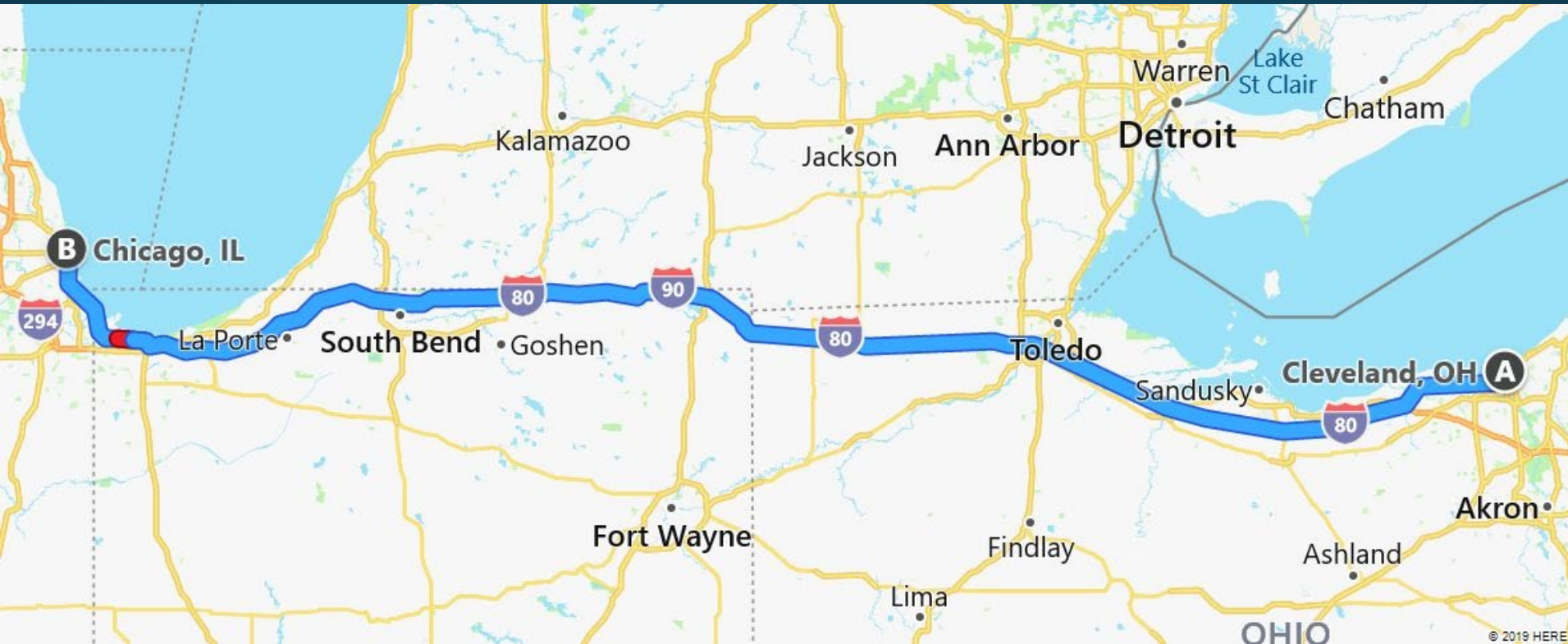
- Gray Pipes and Green Plants
- Treatment Facilities
- Science and Response

Where does it go?

Gray Pipes and Green Plants



Gray Pipes and Green Plants



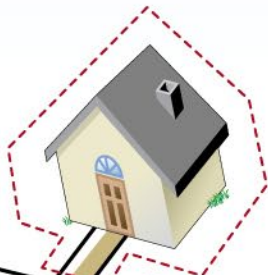
350 miles of existing 'highway' sewers

Gray Pipes and Green Plants



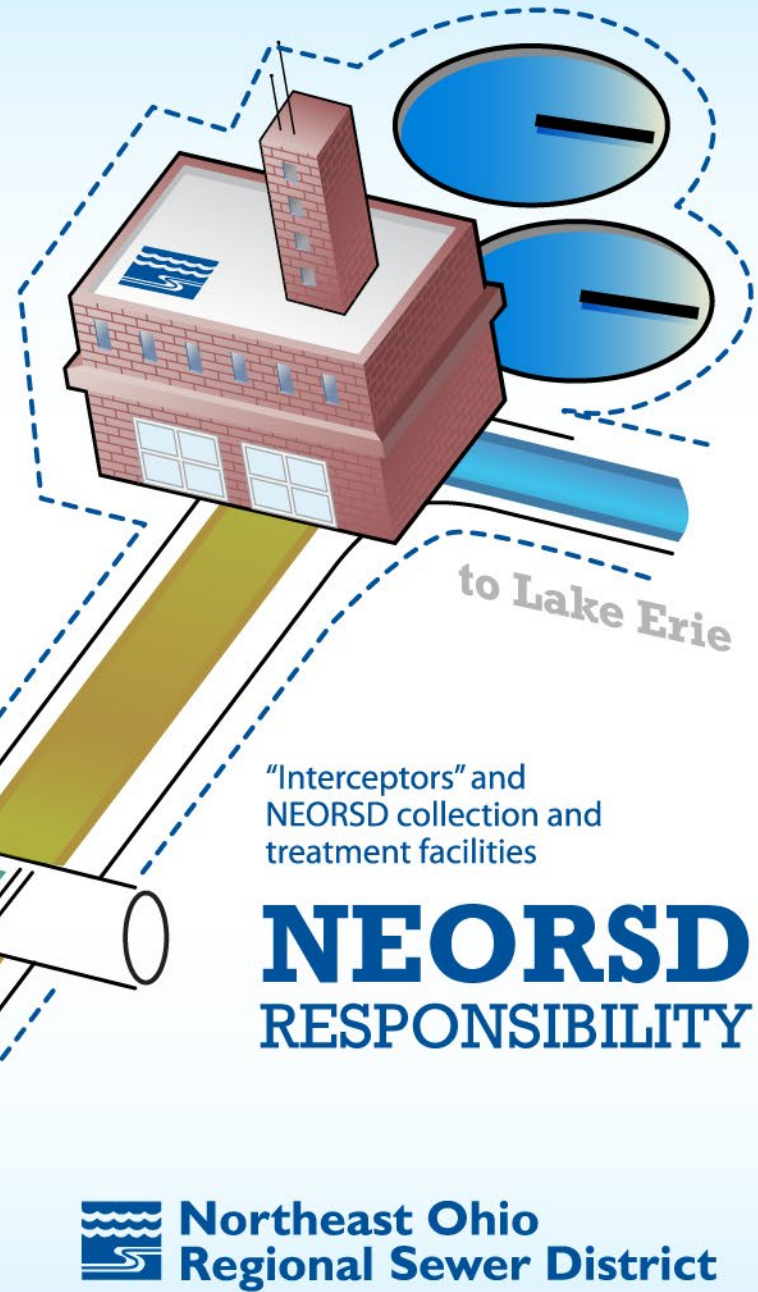
HOMEOWNER RESPONSIBILITY

- Inside the home
- From the home to the street



COMMUNITY RESPONSIBILITY

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



Gray Pipes and Green Plants



Existing sewers are old

Gray Pipes and Green Plants



Example of calcium build-up
Photo by @neorsd

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

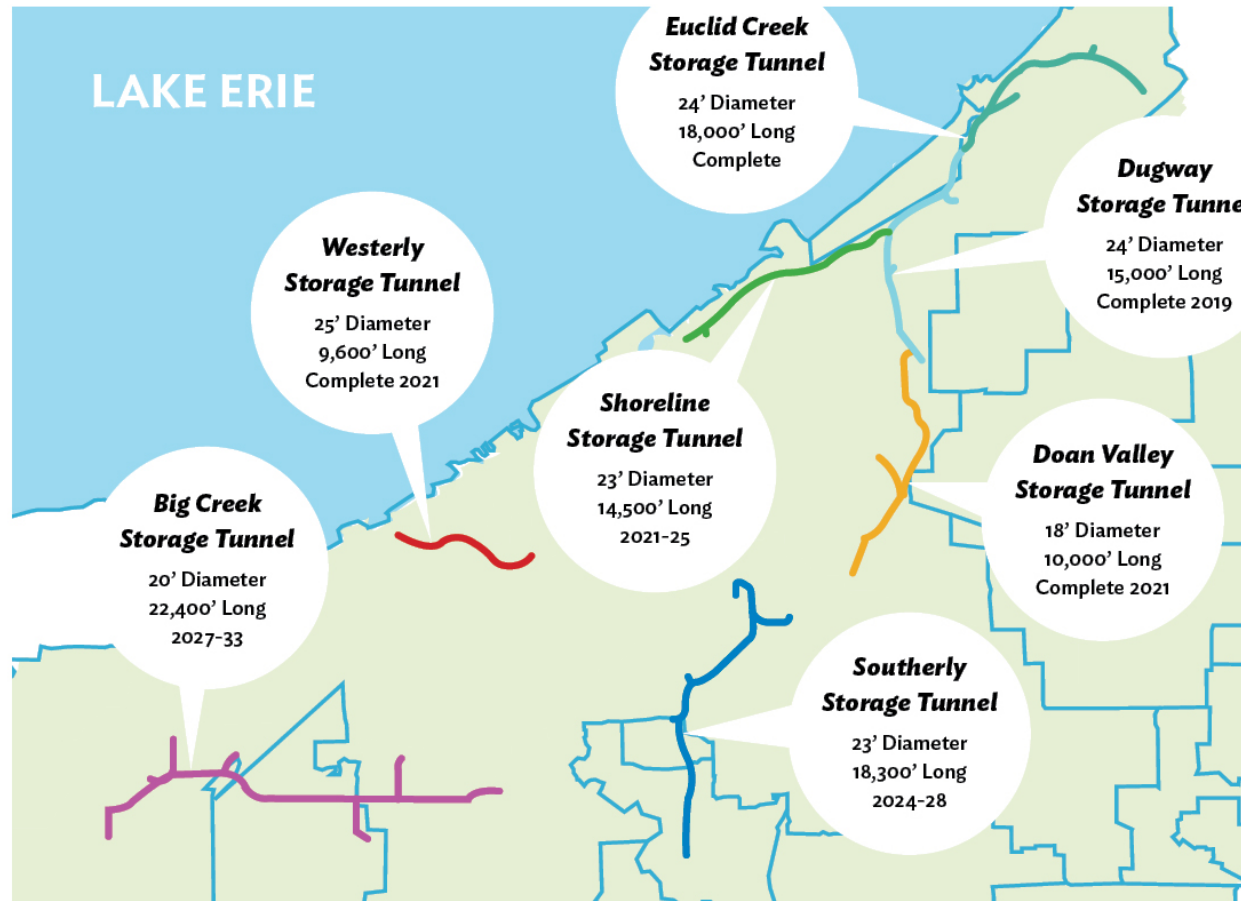
Gray Pipes and Green Plants



New sewers must be built to address problems

Gray Pipes and Green Plants

Project Clean Lake Storage Tunnels



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

LAKE ERIE



Gray Pipes and Green Plants



Sheldon Road Flooding, 2011

Gray Pipes and Green Plants



Mill Creek, 2011

Gray Pipes and **Green Plants**



**Regional Stormwater
Management Program**

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



90 billion gallons treated every year

Treatment Facilities



Fill First Energy Stadium 113 times

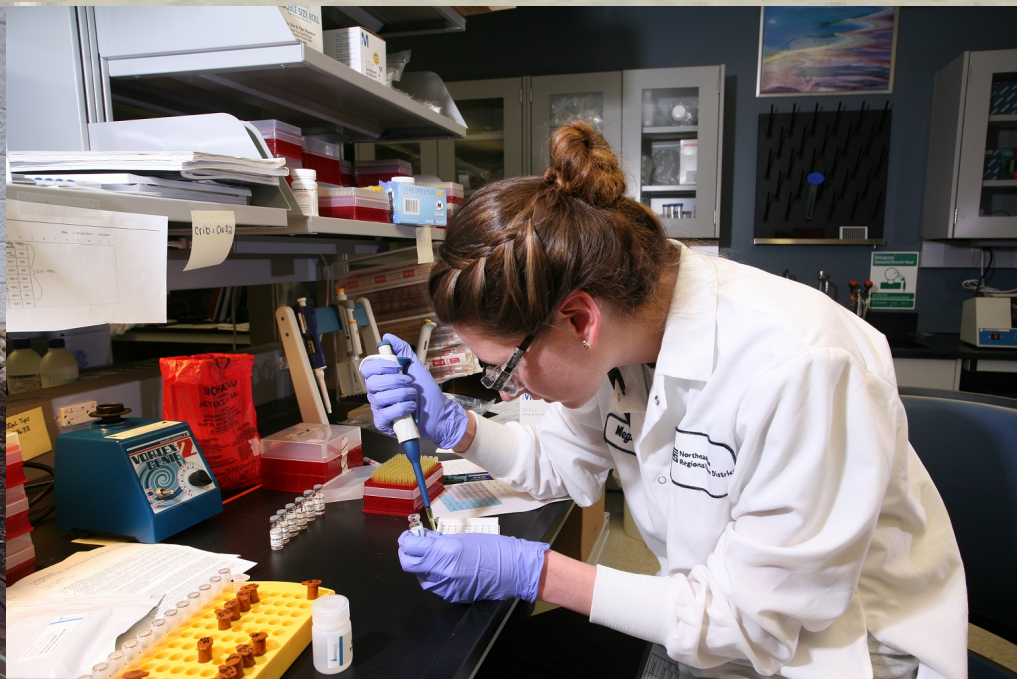
Treatment Facilities



Discharges into Lake Erie and the Cuyahoga River

Science and Research

EDGEWATER BEACH WATER QUALITY PREDICTION **GOOD**



Why should I care?









**Our message is about the
importance of clean water.**

**Our message is about
the work and investment
it takes to clean water.**

2021 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+

2021 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?

Conservation

ABOUT

- Reduce water usage to save money and water.

AUDIENCE

- All customers

TIMELINE

- All year

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



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

/customers-service-page/cost-saving-program-new/

Cost-saving programs – Nort... x

elp

NOTICE: Audit Committee of the Board of Trustees will meet Thursday, December 5, 2019 at 11 A.M. [Details](#).

[Home](#) > [Customer Service](#) > Cost-saving programs

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.

Homestead



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.

[Download an application](#)

Affordability



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.

Crisis assistance



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.



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 NEORS D?

Careers

ABOUT

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

AUDIENCE

- Prospective employees
- Veterans

TIMELINE

- All year



Social distance.

Mental presence.

Societal inclusiveness.

Environmental awareness.

Committed to all of this.

We are an essential public utility committed to serving you. We are in this together, up to the challenge, and proud to protect clean water and our community all day every day.

neorsd.org/together



**Northeast Ohio
Regional Sewer District**

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

Scholastic Outreach



Virtual Outreach



Going Swimming?

Water Quality / Environment

ABOUT

- Daily Beach Testing, Beach Reports

AUDIENCE

- Edgewater and Villa Angela beach-goers

TIMELINE

- Memorial Day to Labor Day



Rate Study and Potential Rate Increases

ABOUT

- Potential increasing rates for 2022 through 2026

AUDIENCE

- All customers

TIMELINE

- April and May

Infrastructure Week
May 10th through 14th

Project Clean Lake

Celebrating 10 years

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

Diversity, Equity and Inclusion

ABOUT

- Be a workforce that reflects the communities we serve.
- Engage in strategic business and community partnership relationships designed to eliminate barriers.

AUDIENCE

- All customers

TIMEFRAME

- All year



Clean Water Fest

Clean Water Fest

ABOUT

- Tours
- Education
- Fun

AUDIENCE

- Everyone!

TIMELINE

- September 18th



2021 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

Note: Most monies will likely be spent in the latter part of the year

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”

- Incorporate Messaging into Sponsorships
- Social media; newsletters

Beach Report Embedded in News



Submission

Media and Community Relations Sponsorship Application

DATE: [Click or tap to enter a date.](#)

ORGANIZATION INFORMATION

*All fields in **red** must be completed. Submit application to outreach@neorsd.org.*

Thank you!

☐ **YES, I AM A REGISTERED VENDOR.** If your organization is using a fiscal agent, only the fiscal agent must be a registered vendor. Applicants using a fiscal agent, though, must complete the ORGANIZATION INFORMATION section, as well.

ORGANIZATION NAME (Must match organization's W-9): [Click or tap here to enter text.](#)

DBA, IF APPLICABLE: [Click or tap here to enter text.](#)

Submission

- Complete the application and return it via e-mail at outreach@neorsd.org. Once the application is submitted, applicants will receive an automated message confirming receipt.
- In the “Subject” line, include the name of the organization and/or fiscal agent.
- LOGO: Please submit artwork for approval.
- Please register as a vendor.

Deadline Dates

Submission Period	Notification
Now through April 5 th	By June 7 th
June 8 th through August 31 st	By October 4 th

Timeline

FIRST QUARTER NEEDS?

- Applications will be accepted ASAP.

HOWEVER...

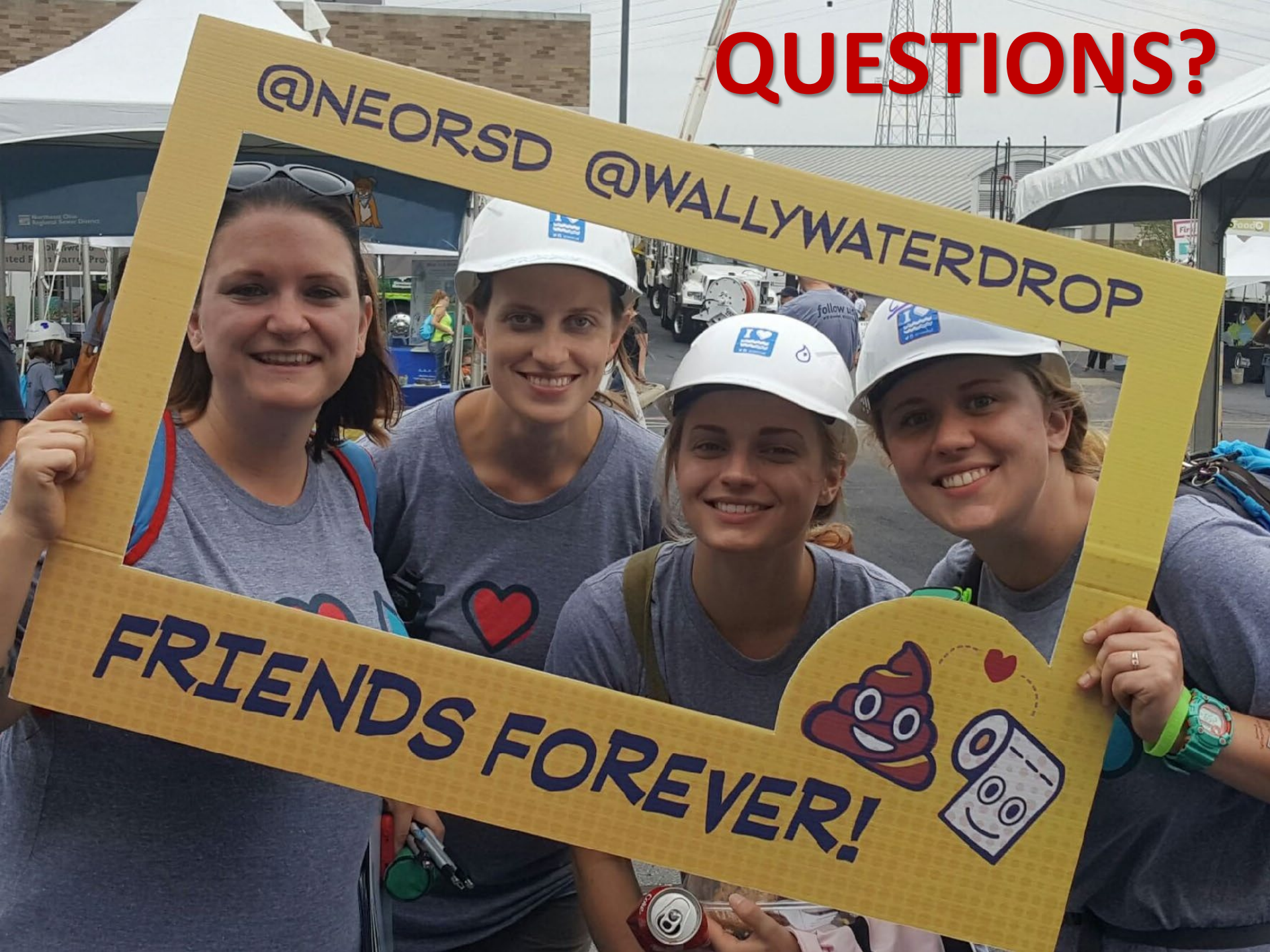
- Preliminary budgets for Q1
- Budgets approved March 1 or 15, 2020

**SPONSORSHIP PLANS ARE ALL
TENTATIVE UNTIL BUDGET APPROVAL.**

Contact Information

- **Jean Smith**, Senior Manager – Communications and Community Relations
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- **Jenn Elting**, Senior Public Information Specialist
eltingj@neorsd.org
- **Ebony Hood**, Community Relations Specialist
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- **Jessica Shutty**, Community Relations Specialist
shuttyj@neorsd.org

QUESTIONS?



@NEORS

@WALLYWATERDROP

FRIENDS FOREVER!

