

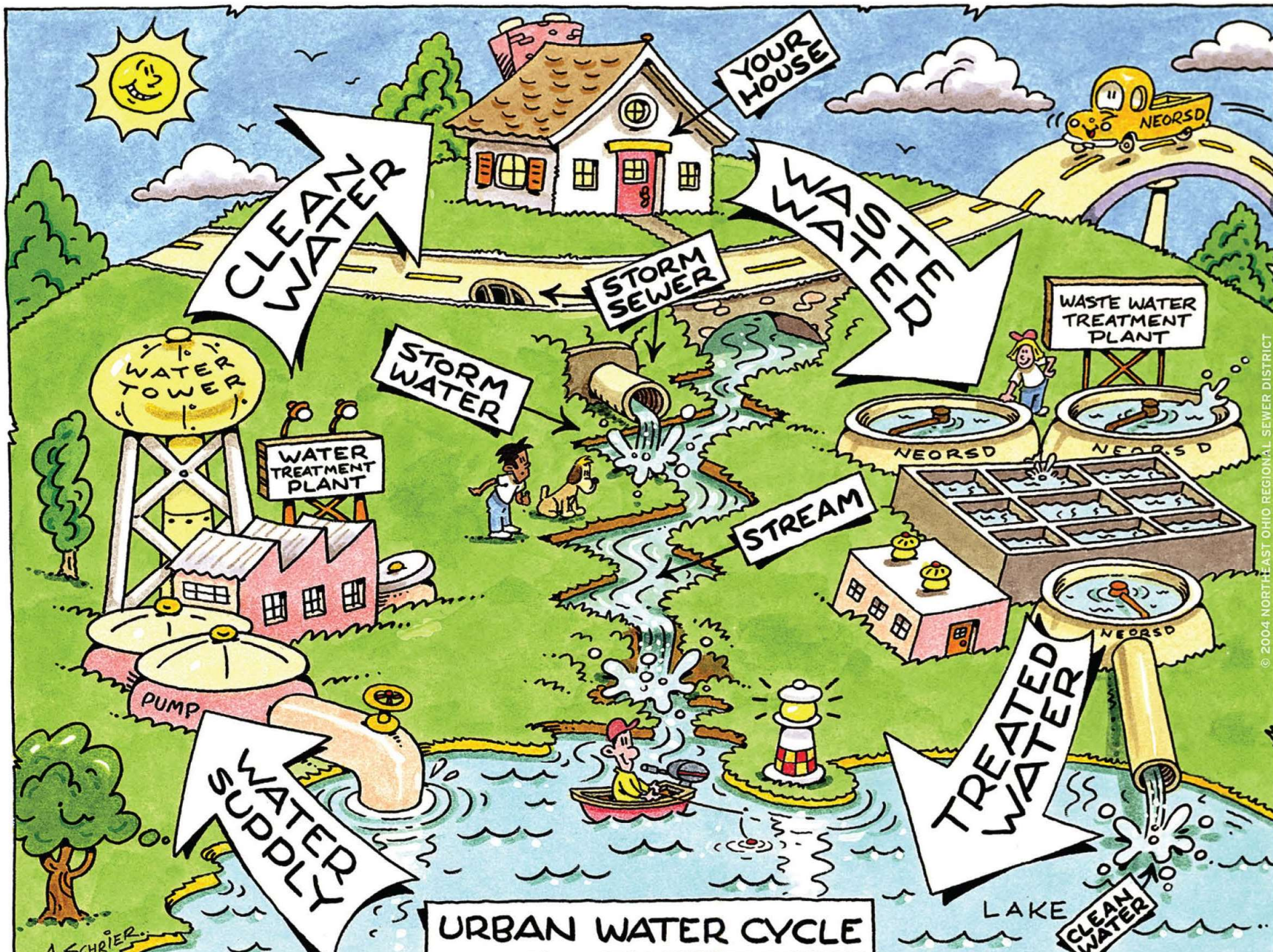


2020 Partnerships / Sponsorships

Community & Media Relations

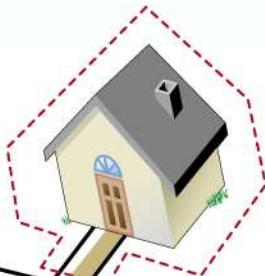
**Did you
use water
today?**





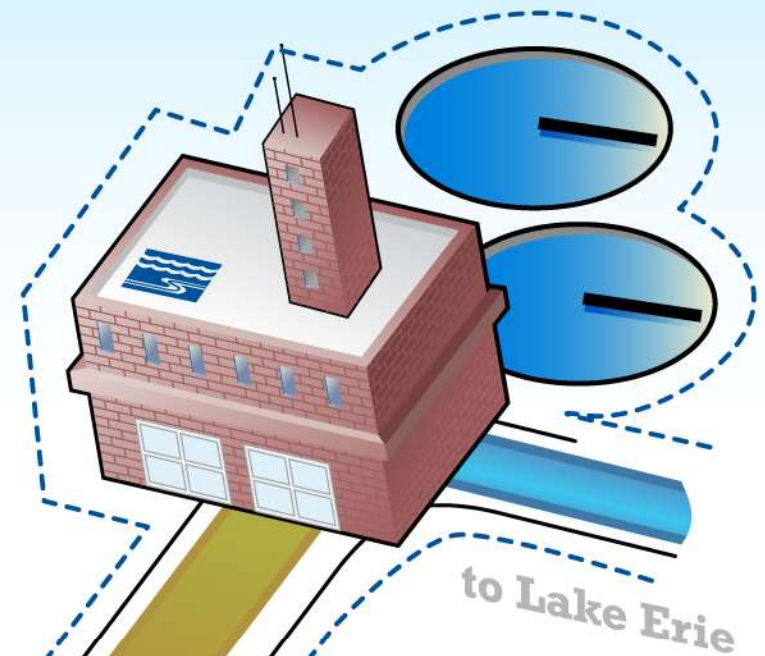
HOMEOWNER RESPONSIBILITY

- Inside the home
- From the home to the street



COMMUNITY RESPONSIBILITY

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



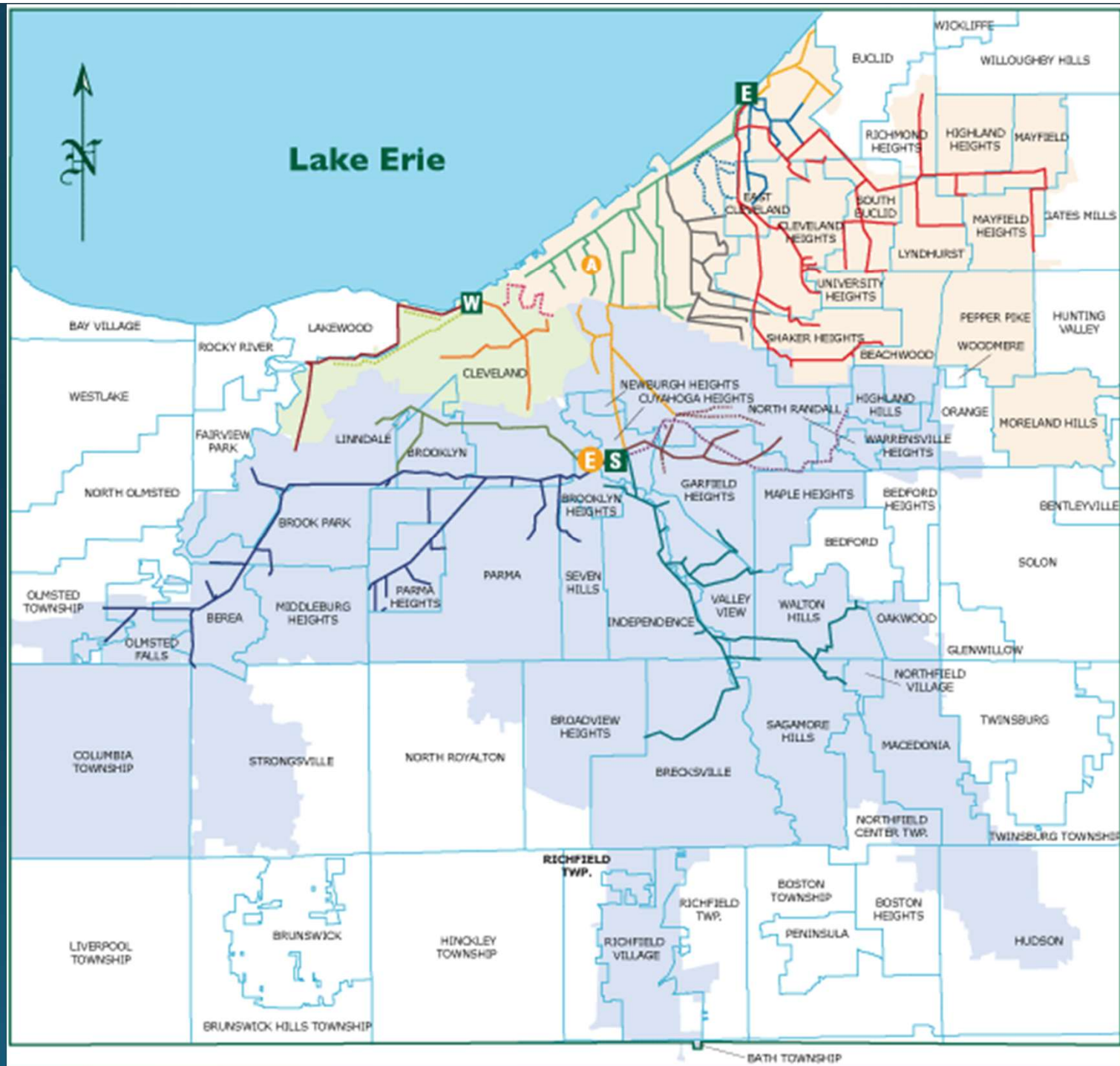
to Lake Erie

"Interceptors" and
NEORSRD collection and
treatment facilities

NEORSRD RESPONSIBILITY



**Northeast Ohio
Regional Sewer District**



Agenda

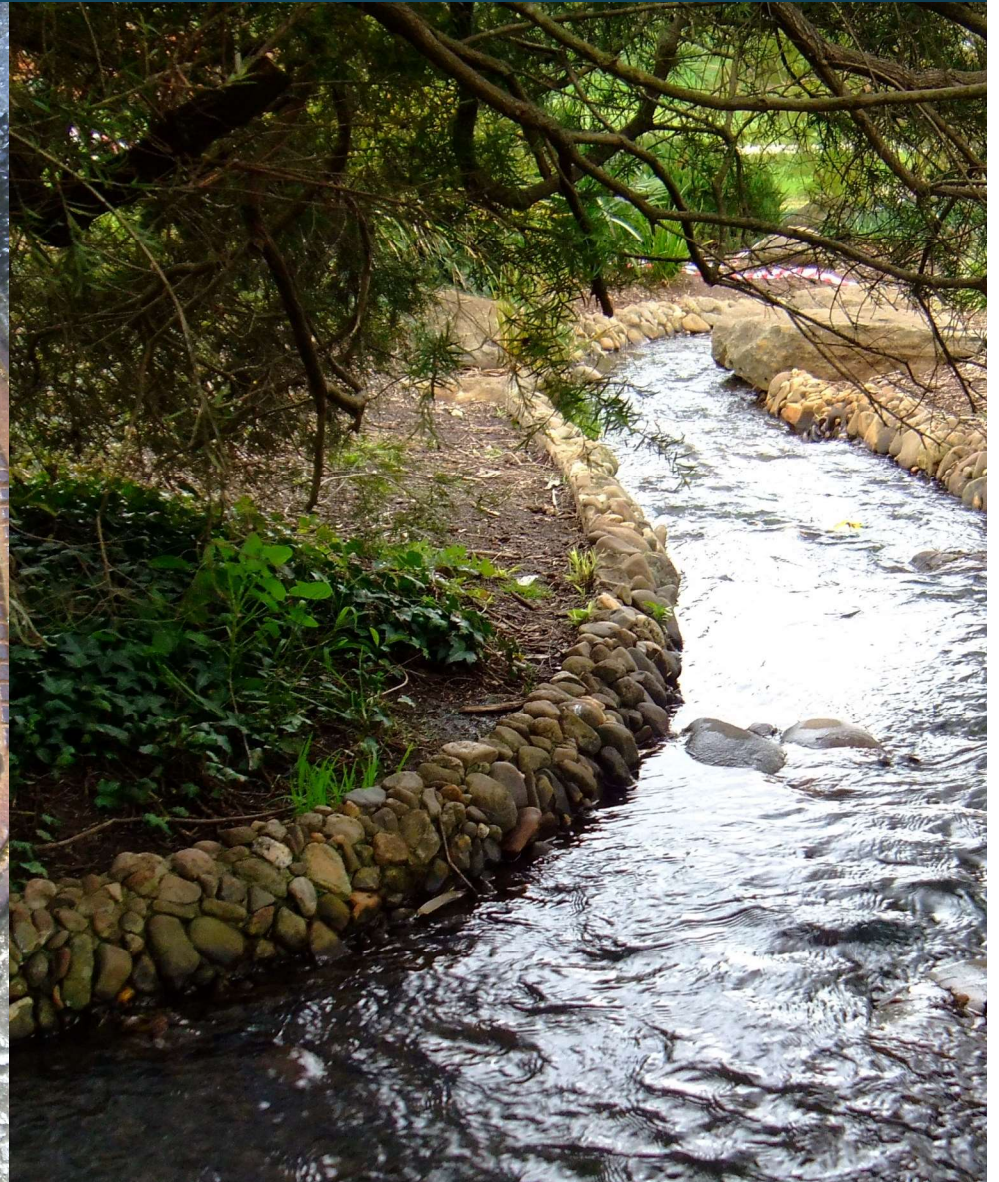
- About Us
- Sponsorship Criteria
- 2020 Key Messages & Programs
- Budget
- Application Process
- Timeline

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



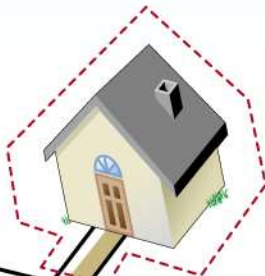
Gray Pipes and Green Plants



350 miles of existing 'highway' sewers

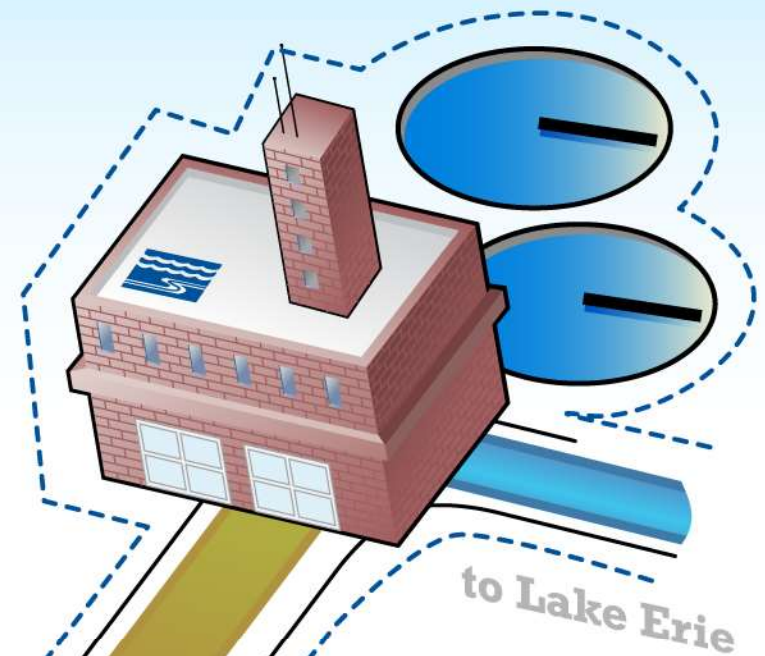
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"Interceptors" and
NEORSRD collection and
treatment facilities

NEORSRD RESPONSIBILITY

 **Northeast Ohio
Regional Sewer District**

Gray Pipes and Green Plants



Existing sewers are old

Gray Pipes and Green Plants



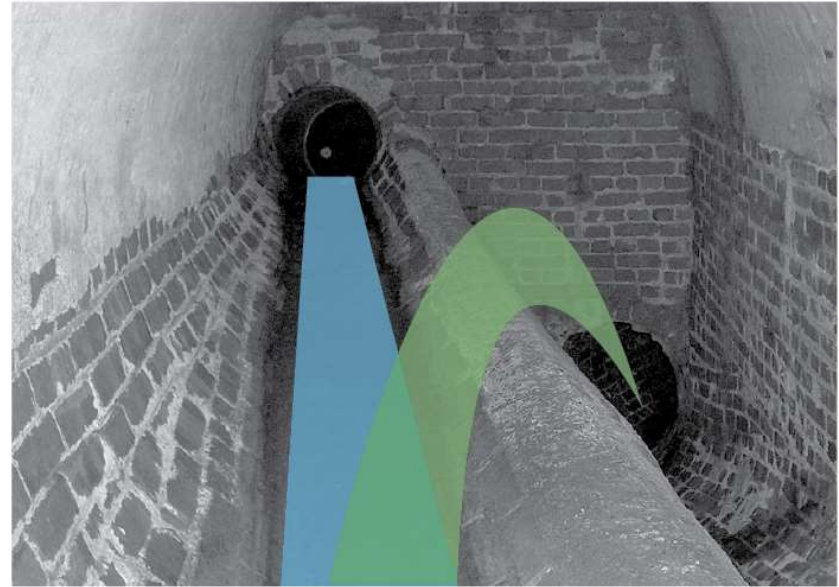
Example of calcium build-up
Photo by @neorsd

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.

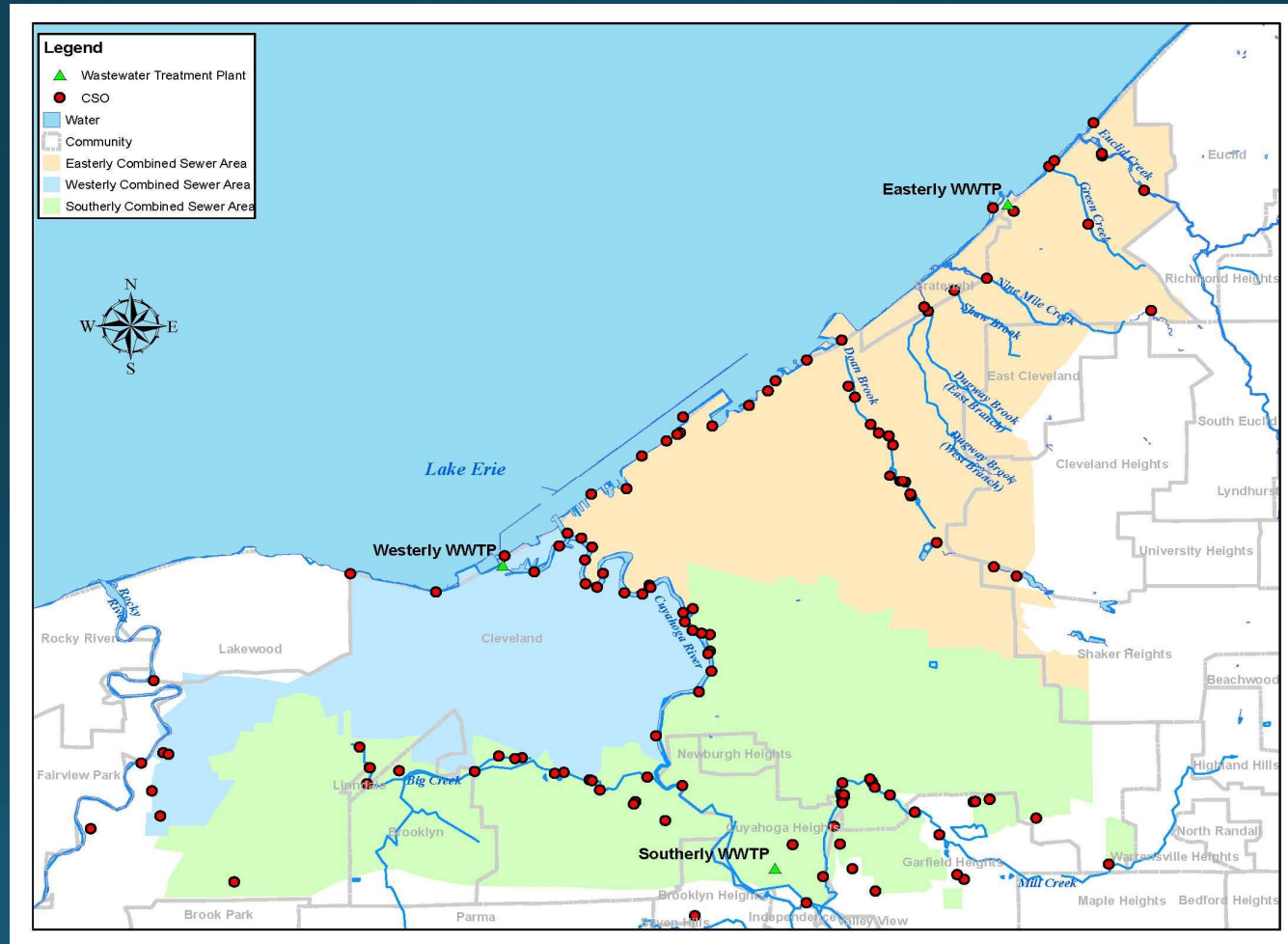
New sewers must be built to address problems

Gray Pipes and Green Plants



New sewers must be built to address problems

Gray Pipes and Green Plants



Gray Pipes and Green Plants

Project Clean Lake Storage Tunnels

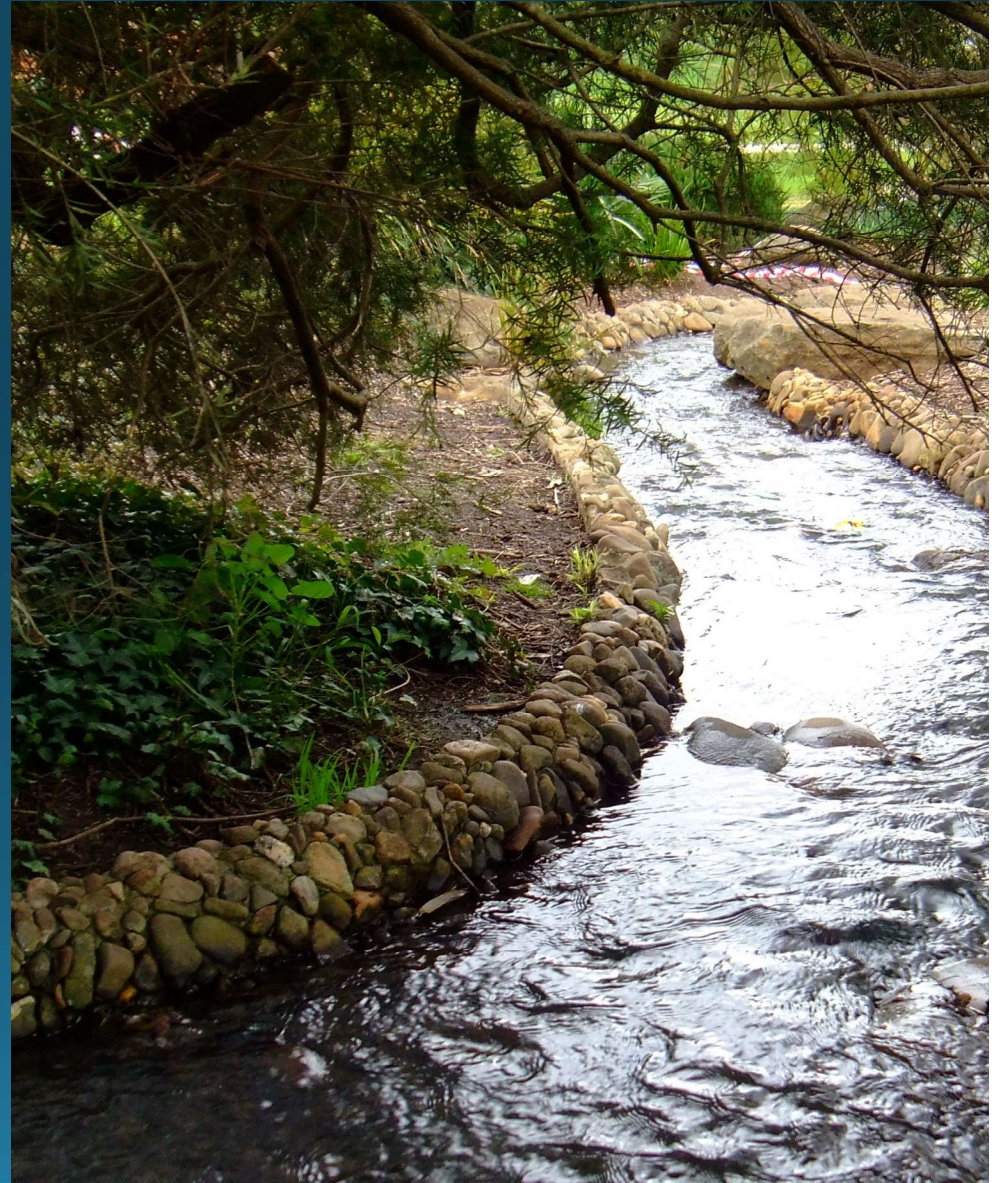


As spelled out in its consent decree with the U.S. and Ohio EPAs and federal Justice Department, the Sewer District is constructing seven large CSO storage tunnels over the next two decades.

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



Baldwin 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



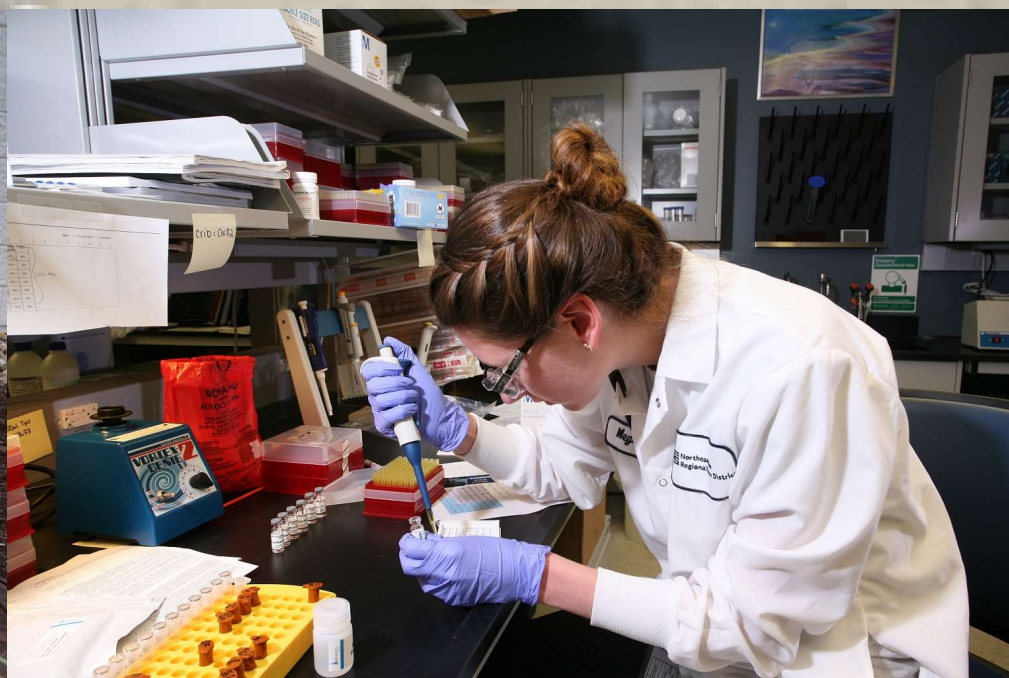
Treatment Facilities



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 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



A healthy environment starts at home.

33 eco-friendly tips and resources for around your home.

a healthy environment starts at home
اقل بيوتنا بيوتنا
اقل بيوتنا بيوتنا

As heard on WCPN!

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.



**Northeast Ohio
Regional Sewer District**

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

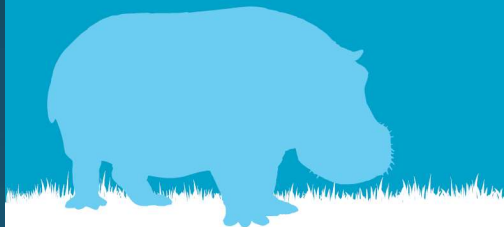
AUDIENCE

- 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

#ZooPooTruth
  @neorsd

YOU GOTTA
FIGHT
FOR YOUR
RIGHT
to POTTY.



Northeast Ohio
Regional Sewer District

@NEORSO



BEST OF CLE
party

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 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

Scholastic Outreach



Environmental Focus



Rates



The Price is Right!

 Northeast Ohio
Regional Sewer District

--	--	--	--	--	--	--

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

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

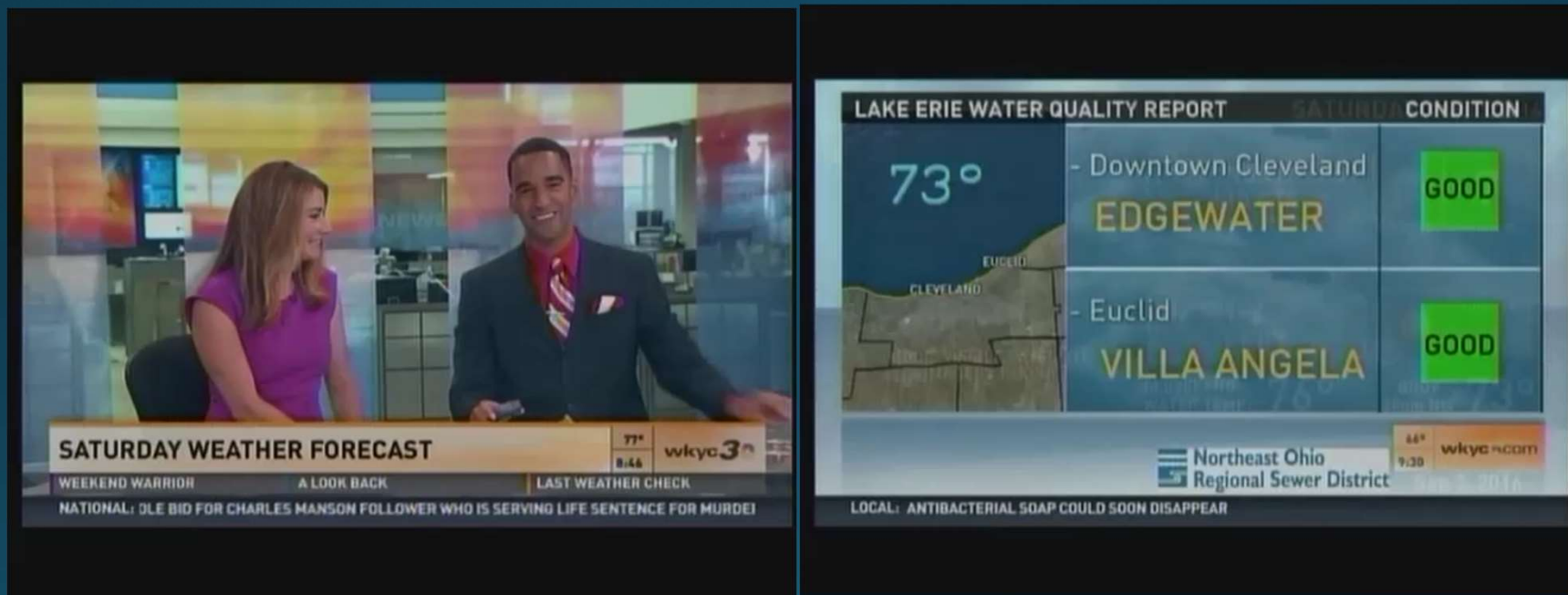
MEDIA BUYS: Digital and Social Media

- Embedded Messaging into Programming
- Value-Added Opportunities? Media? Events?
- Social media; newsletters

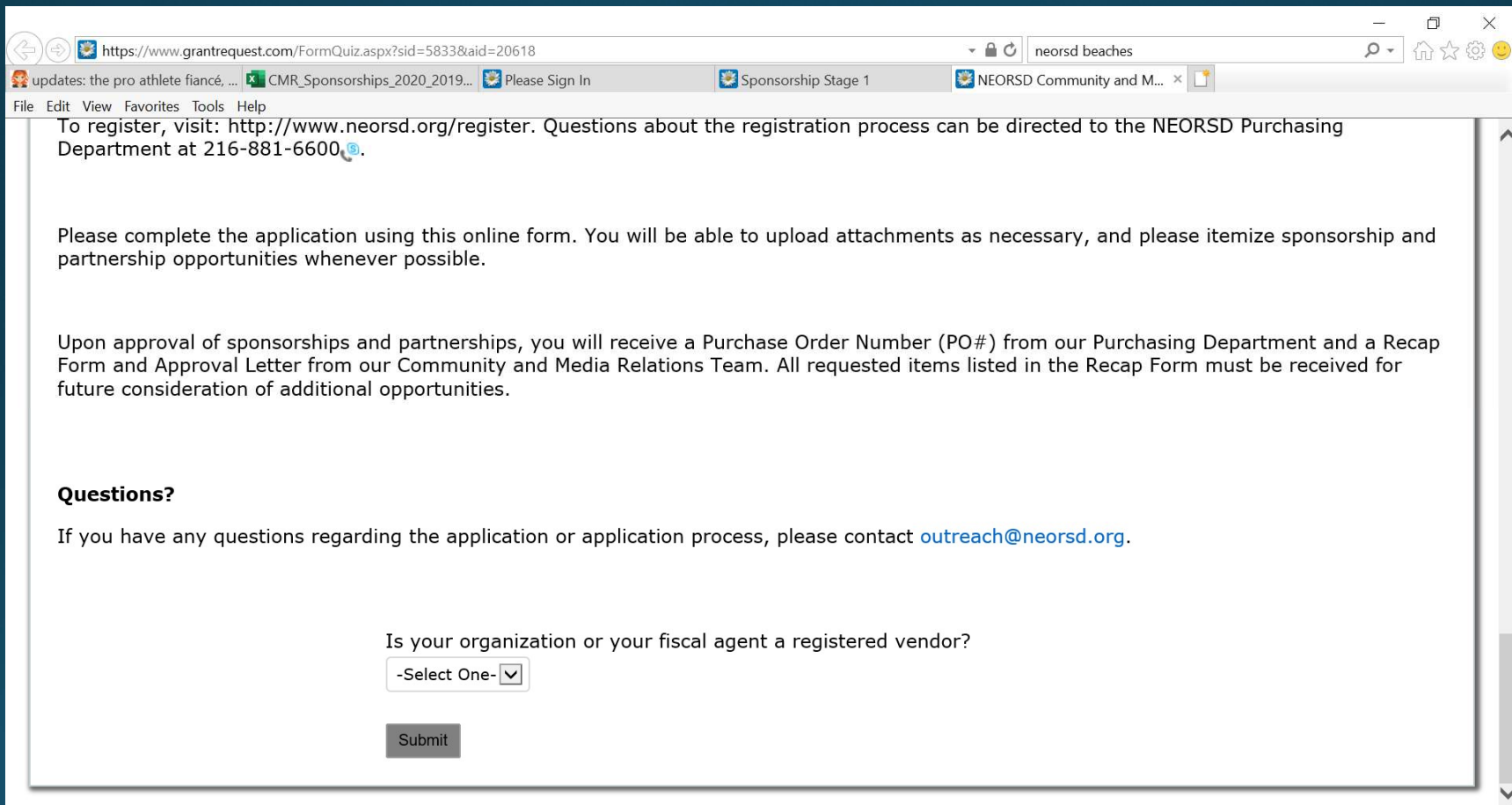
EVENT / PROGRAM SPONSORSHIPS: “Logo Soup”

- Tickets? On-Site Exposure?
- Incorporate Messaging into Sponsorships
- Social media; newsletters

Beach Report Embedded in News



Are you a registered vendor?



The screenshot shows a web browser window with the address bar displaying <https://www.grantrequest.com/FormQuiz.aspx?sid=5833&aid=20618>. The browser has several tabs open, including "updates: the pro athlete fiancé, ...", "CMR_Sponsorships_2020_2019...", "Please Sign In", "Sponsorship Stage 1", and "NEORSD Community and M...". The page content includes instructions for registration, a link to the NEORSD registration page, and a section for questions. At the bottom, there is a question about whether the organization or fiscal agent is a registered vendor, with a dropdown menu and a submit button.

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?

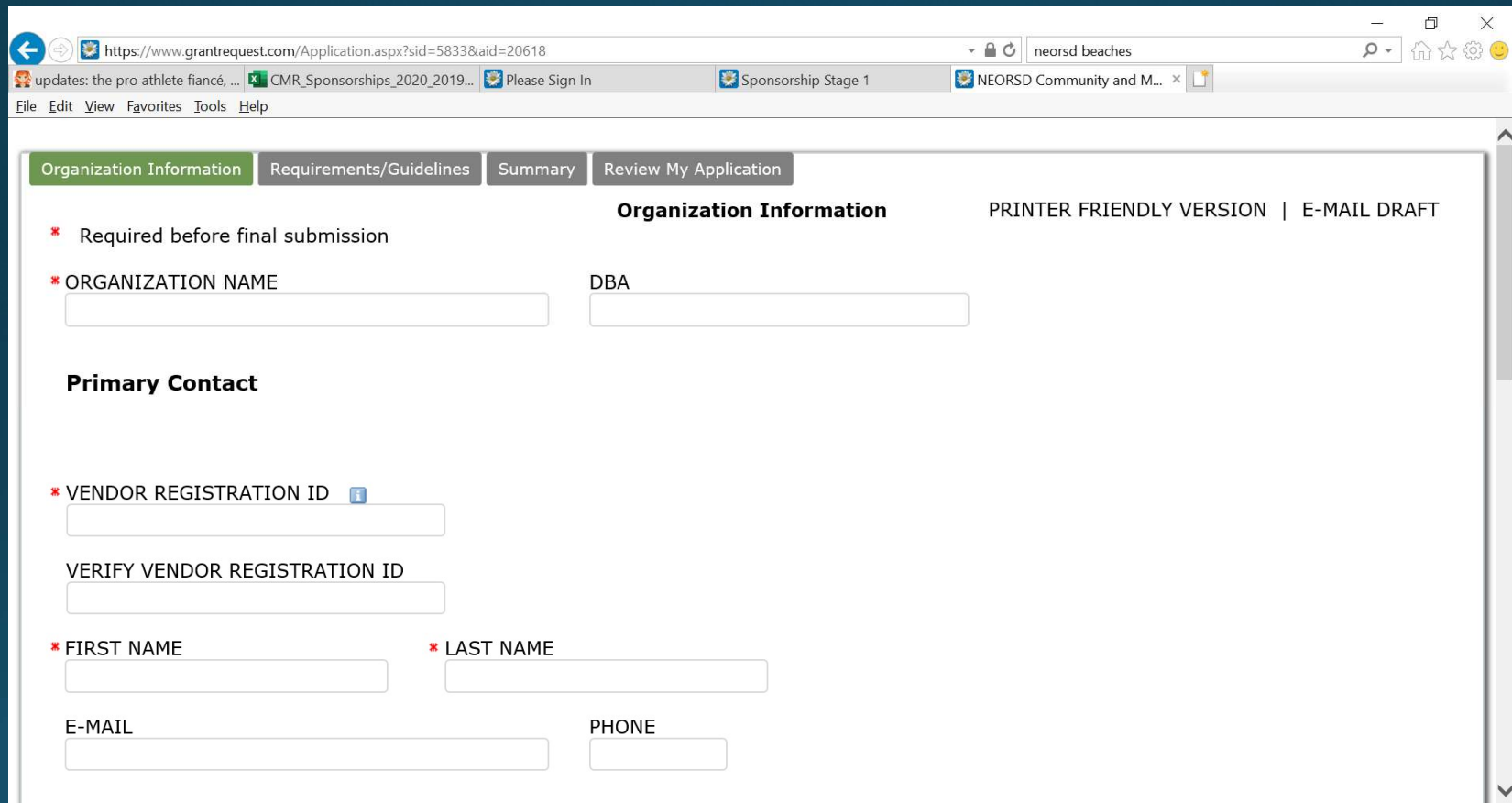
If you have any questions regarding the application or application process, please contact outreach@neorsd.org.

Is your organization or your fiscal agent a registered vendor?

-Select One-

Submit

Contact Information



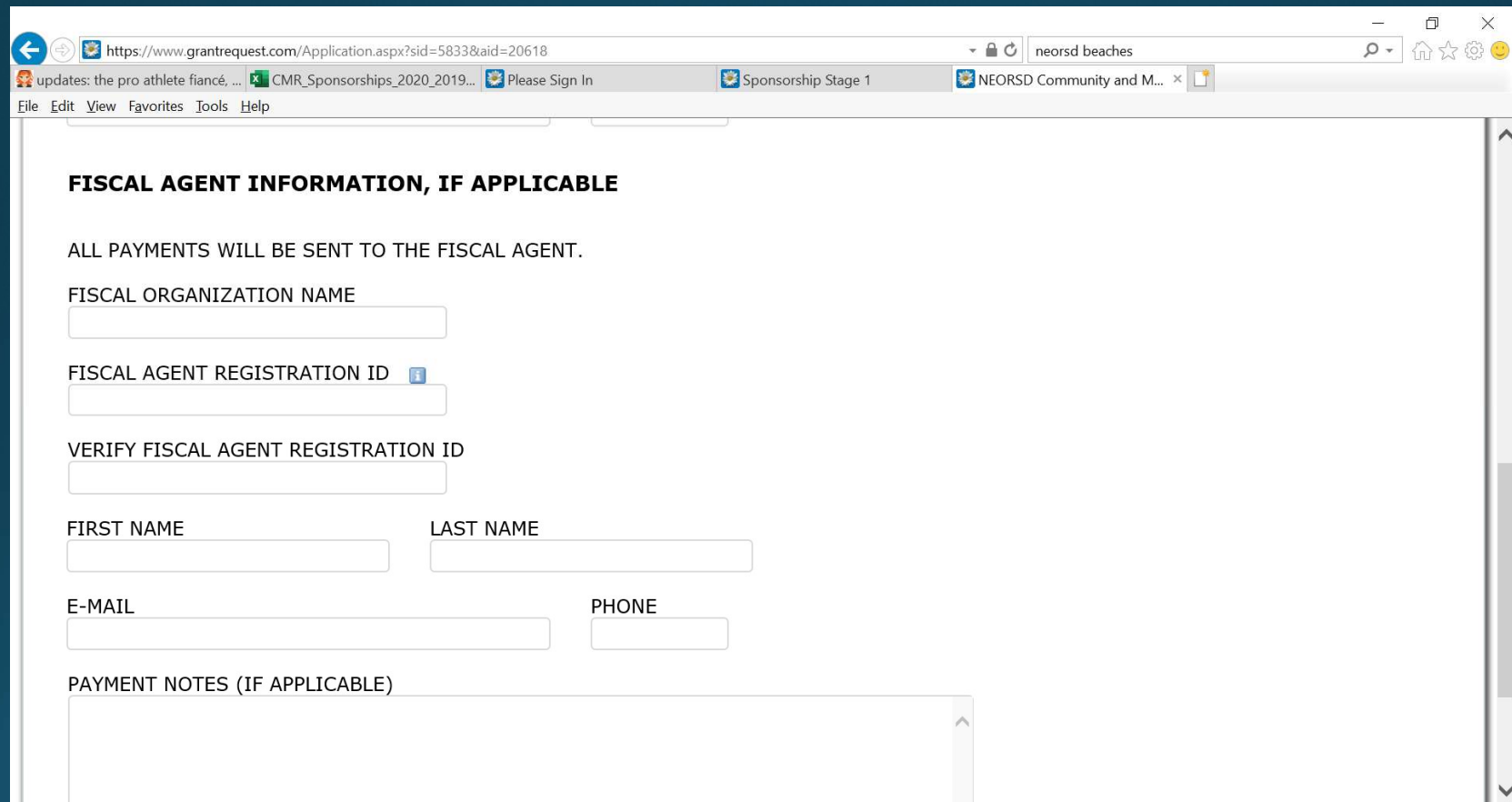
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The application form is titled 'Organization Information' and has four tabs: 'Organization Information' (selected), 'Requirements/Guidelines', 'Summary', and 'Review My Application'. The form is labeled 'Organization Information' and 'PRINTER FRIENDLY VERSION | E-MAIL DRAFT'.

The form contains the following fields and labels:

- Required before final submission**
- * ORGANIZATION NAME** (text input)
- DBA** (text input)
- Primary Contact**
- * VENDOR REGISTRATION ID** (text input) with a small 'i' icon
- VERIFY VENDOR REGISTRATION ID** (text input)
- * FIRST NAME** (text input)
- * LAST NAME** (text input)
- E-MAIL** (text input)
- PHONE** (text input)

Fiscal Agent




The screenshot shows a web browser window with the URL <https://www.grantrequest.com/Application.aspx?sid=5833&aid=20618>. The browser has several tabs open, including 'updates: the pro athlete fiancé, ...', 'CMR_Sponsorships_2020_2019...', 'Please Sign In', 'Sponsorship Stage 1', and 'NEORS Community and M...'. The page content is titled 'FISCAL AGENT INFORMATION, IF APPLICABLE' and includes the instruction 'ALL PAYMENTS WILL BE SENT TO THE FISCAL AGENT.'.

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

The screenshot shows a web browser window with the URL <https://www.grantrequest.com/Application.aspx?sid=5833&aid=20618>. The browser has several tabs open, including 'updates: the pro athlete fiancé, ...', 'CMR_Sponsorships_2020_2019...', 'Please Sign In', 'Sponsorship Stage 1', and 'NEORS Community and M...'. The page content is organized into a tabbed interface with four tabs: 'Organization Information', 'Requirements/Guidelines' (which is active and highlighted in green), 'Summary', and 'Review My Application'. Below the tabs, the title 'Requirements/Guidelines' is displayed, followed by links for 'PRINTER FRIENDLY VERSION' and 'E-MAIL DRAFT'. The main content area contains the following text and instructions:

- * 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

Browser window showing the submission page for the NEORS Community and M... application.

URL: <https://www.grantrequest.com/Application.aspx?sid=5833&aid=20618>

Navigation tabs: Organization Information | Requirements/Guidelines | **Summary** | Review My Application

Summary

Required before final submission

SPONSORSHIP CRITERIA 1

☐ UNDERSTANDING ☐ REINFORCEMENT ☐ VALUES ☐ STEWARDSHIP ☐ DEVELOPMENT ☐ EMPLOYMENT ☐ COMMUNITY ☐ DIVERSITY ☐ CUSTOMER SERVICE

SPONSORSHIP PROJECT NAME

SPONSORSHIP TYPE

☒ None
☐ Event Sponsorship
☐ Media Buy
☐ Public Education
☐ Scholastic Program
☐ Other

SPONSORSHIP AMOUNT

SPONSORSHIP SUMMARY

Word count 0 of 300

SPONSORSHIP EVENT ATTACHMENT 1

Review

https://www.grantrequest.com/Application.aspx?sid=5833&aid=20618

updates: the pro athlete fiancé, ... CMR_Sponsorships_2020_2019... Please Sign In Sponsorship Stage 1 NEORS Community and M...

File Edit View Favorites Tools Help

Organization Information Requirements/Guidelines Summary **Review My Application**

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.

Organization Information

PRINTER FRIENDLY VERSION | E-MAIL DRAFT

- * Required before final submission

* ORGANIZATION NAME DBA

xxx

Primary Contact

* VENDOR REGISTRATION ID 12345678

VERIFY VENDOR REGISTRATION ID 12345678

* FIRST NAME * LAST NAME

xxx xxx

E-MAIL PHONE

Secondary Contact

FIRST NAME LAST NAME

E-MAIL PHONE

Deadline Dates

SUBMISSION	REVIEW	NOTIFICATION
1/13/20 – 1/31/20	2/1/20 – 3/13/20	3/23/20 – 4/3/20
4/20/20 – 5/1/20	5/4/20 – 5/22/20	5/25/20 – 6/5/20
8/3/20 – 9/25/20	9/28/20 – 10/16/20	10/19/20 – 11/6/20

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
-

QUESTIONS?

