



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 111
Columbus, Ohio 43215
www.morpc.org

NOTICE OF A MEETING
AGRICULTURAL & RURAL COMMUNITIES OUTREACH TEAM
MID-OHIO REGIONAL PLANNING COMMISSION

REMOTE MEETING

May 16, 2024, 10:00 am

AGENDA

1. Call to Order – *Chair, Brian Brandt*
2. Review of Communication Plan & Draft Programming –
Edwina Teye, MORPC & Chair, Brian Brandt
3. Other Business – Chair Brandt
 - a. Member updates
4. Adjourn

Please notify Lynn Kaufman at 614-233-4189 or
lkaufman@morpc.org
to confirm your attendance for this meeting or if you require special
assistance.

**The next meeting of the
The Agricultural & Rural Communities Outreach Team will be on July 18,
2024, 10:00 am.
Location to be determined.**

William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

Mid-Ohio Regional Planning Commission

Agricultural & Rural Outreach Team
Attendance

May 16, 2024, 10:00 am

<u>Members Present</u>			
Brian Brandt, American Farmland Trust			Aaron Wilson, OSU, Byrd Polar & Climate
Kyle Wilson, FSWCD			Research Center

MORPC Staff Present
Edwina Teye



Agricultural & Rural Communities Outreach Working Team

May 16, 2024



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Project Overview & Goal



- To gain a better understanding of the experiences of stakeholders involved in water quality activities in the Upper Scioto River Watershed.
- The goal is to develop a comprehensive communication plan that will promote awareness and encourage the adoption of water quality practices among farmers and landowners.

Overview of Stakeholder Engagement



Stakeholder Survey Summary Report

- Data collection and analysis of perceived behavior and understanding,
- Audience characteristics, and communications challenges and opportunities in the Upper Scioto River watershed

Focus Group Summary Report

- Agricultural Landscape and Practices
- Communications Challenges and Opportunities
- Summary of Watershed Regions
 - County Profiles

Focus Groups & Stakeholder Survey Process



Focus Groups Schema

- Northern Upper Scioto Watershed Counties (including Marion County and Morrow County)
- Southern Upper Scioto Watershed Counties (including Champaign, Fairfield County, and Pickaway County)
- Western Upper Scioto Watershed Counties (including Logan County, Madison County, and Union County)
- 12 total participants across 3 virtual focus groups

Stakeholder Survey Process

- Distributed online to MORPC's membership and network
- 10 counties reflected among respondents (Champaign, Delaware, Fairfield, Franklin, Logan, Madison, Marion, Morrow, Pickaway, and Union)
- 7 responses received during timespan of approximately 1 month

Highlights - Key Motivators

- Collaboration & Cooperation
 - Partnerships with local ag. Org. Environmental groups, gov't agencies etc.
- Personalized Key Messages
 - Targetted message to segments of the farming and landowner community.
- Communication Strategies
 - Potpourri of communication channels
- Focused Programming & Economic Incentives
 - Financial assistance programs, grants, cost-share opportunities etc.

Highlights – Communication Strategies: Farmers



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- Peer-to-peer communication
 - Farmer-led initiatives (e.g., field days, farm tours)
- Tailored messaging
 - Customized messaging addressing concerns and priorities of farmers
- Demonstration Projects, skillshares or annual symposiums
- Partnerships (Extension Services)
- Digital Platform
 - Webinars, videos, interactive tools
- Incentive Programs
- Regional Partnerships
- Long-term Engagement

Highlights – Communication Strategies: Land & Property Owners



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- Clear & accessible messaging
 - Use of visual aids, infographics and real-life examples
- Multi-channel communication
 - Mailings, Email newsletters, social media platforms, community meetings etc.
- Partnerships & Collaborations
 - Local homeowner associations, land trusts, conservation organizations etc.
- Educational Resources & workshops
 - Factsheets, online guides, brochures etc.
- Incentives & Recognition
 - Tax credits and rebates for implementing clean water practices
- Tools & Support
 - Platform for ongoing communication – dedicated webpage, hotline etc.

Highlights – Communication Strategies: Northern Regions



Focus Counties:

Marion & Morrow

Goal:

Focus on implementing cover crops and grass waterways to reduce runoff and sedimentation into waterways.

Key Strategy:

In-person Engagement (eg. Skillshare program)

Highlights – Communication Strategies: Southern Regions



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Focus Counties:

Champaign, Fairfield, Pickaway

Goal:

Joint initiatives conducted with county and city authorities and contiguous collaboration with government agencies

Key Strategy:

Newsletters, websites, public meetings, and cooperative outreach. Key messages revolve around cost-sharing opportunities and practical demonstrations of best practices

Highlights – Communication Strategies: Western Regions



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Focus Counties:

Logan, Madison, Union

Goal:

Joint initiatives conducted with county and city authorities and contiguous collaboration with government agencies

Key Strategy:

Reach Farmers and Landowners with tailored needs with opt-in programs and financial incentives

Highlights – Communication Strategies: Pickaway



Characteristic(s):

- Strong ag. Community with significant number of absentee landowners

Goal:

- Farmer engagement and education focus on practical, farmer friendly communication to highlight sustainable practices' economic and environmental benefits.
- Emphasis on erosion control and nutrient management in agricultural settings to address challenges of both agricultural and residential runoff

Key Strategy:

Key Messages, Focused Programming, Collaboration and Coordination

Proposed Implementation

Phase 1: Promoting Awareness

- Education, programming and public service
- Strategies:
- Personalized key messages (Pledges, recorded messages or PSA)

Phase II: Regional adoption of water quality best practices

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3. **Other Business – Chair Brandt**
 - a. **Member Updates**
4. **Adjourn**

Meeting Adjourn

Brian Brandt

Chair

Ag. & Rural

Communities Outreach

Working Team

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Edwina Teye, Ph.D.

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