



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

111 Liberty St., Suite 111  
Columbus, Ohio 43215  
[www.morpc.org](http://www.morpc.org)

**NOTICE OF A MEETING  
SUSTAINING SCIOTO BOARD  
MID-OHIO REGIONAL PLANNING COMMISSION**

***HYBRID MEETING***

**February 28, 2024, 2:30 pm – 4:00 pm**

**AGENDA**

- |                      |   |
|----------------------|---|
| <b>2:30pm</b>        | <b>Welcome – <i>Glenn Marzluf, Chair</i></b>  |
| <b>2:35 – 2:40pm</b> | <b>Member Introductions</b>   |
| <b>2:40 – 3:10pm</b> | <b>Farming for Clean Water Communication Plan Project Presentation<br/><i>Coby Williams, New Reach Community Consulting &amp; Jennifer Lumpkin,<br/>My Grow Connect</i></b> |
| <b>3:10 – 3:25pm</b> | <b>Leaders Listen Sustainability Survey: Results &amp; Insights<br/><i>Ethan Hug, MORPC</i></b>   |
| <b>3:25 – 3:35pm</b> | <b>Regional Water Study Updates – <i>Kerstin Carr, MORPC</i></b>  |
| <b>3:35 – 4:00pm</b> | <b>Member Updates</b>   |
| <b>4:00</b>          | <b>Adjourn</b>  |

**Please notify Edwina Teye at 614-233-4233 or [eteye@morpc.org](mailto:eteye@morpc.org) to confirm your attendance at this meeting or if you require special assistance.**

**The next Sustaining Scioto Board Meeting  
will be on April 24, 2024, at 2:30 pm.**

**William Murdock, AICP**  
*Executive Director*

**Chris Amorose Groomes**  
*Chair*

**Michelle Crandall**  
*Vice Chair*

**Ben Kessler**  
*Secretary*



# SUSTAINING SCIOTO BOARD MEETING

February 28, 2024



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

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| <b>4:00</b>          | <b>Adjourn</b>  |

# Farming for Clean Water Communication Plan Project Presentation

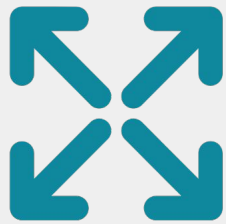
*by*

*Coby Williams & Jennifer Lumpkin*

**MORPC**

**Farming for Clean Water Communication Plan**

**Project Overview and Update**



# New Reach

## Community Consulting

designed engagement for social impact

[www.newreachcommunity.com](http://www.newreachcommunity.com)

Certified



This company meets the  
highest standards of social  
and environmental impact

Corporation



## **Cleaner Water in the Upper Scioto River Watershed:**

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 watershed Upper Scioto River watershed
- **Focus Group Summary Report**
  - Agricultural Landscape and Practices
  - Communications Challenges and Opportunities
  - Summary of Watershed Regions
  - County Profiles



# Focus Groups 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

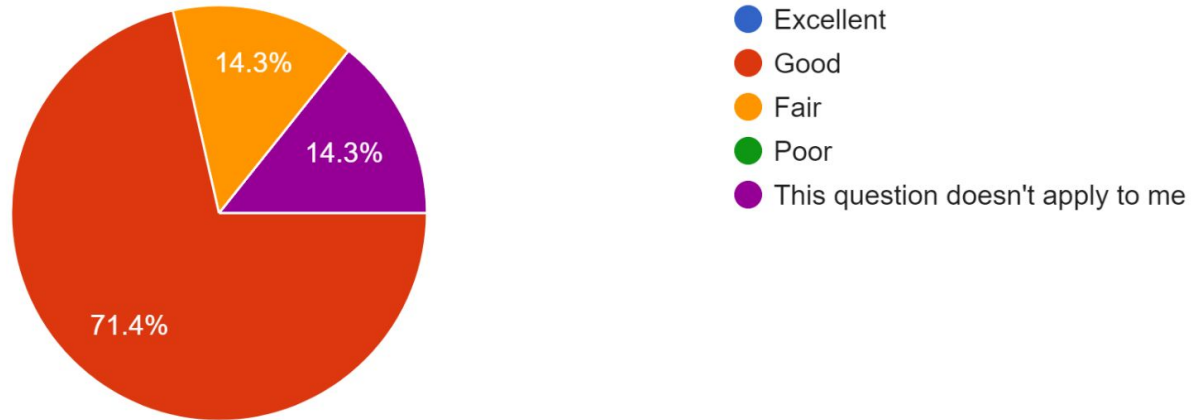
- Distributed online to MORPC's membership and network
- 10 counties reflected among respondents
  - Champaign, Delaware, Fairfield, Franklin, Logan, Madison, Marion, Morrow, Pickaway, and Union
- 7 responses received during timespan of approximately 1 month

# Stakeholder Survey Insights

# Stakeholder Survey: Summary of Insights

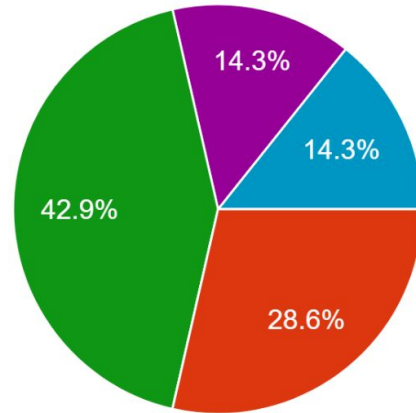
## How would you describe the overall understanding of farmers about water quality best practices?

7 responses



## In your opinion, what are the primary challenges in farmers' adoption of water quality practices?

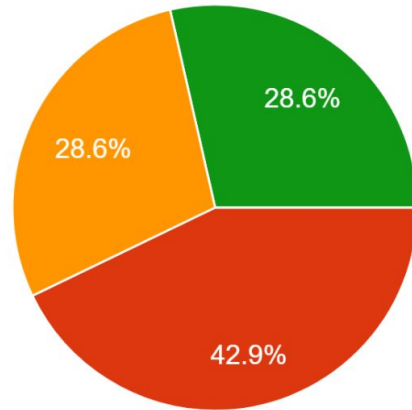
7 responses



- Lack of awareness or knowledge
- Resistance to change or skepticism
- Time constraints or competing priorities
- Financial limitations
- This question doesn't apply to me
- All of the above

## How would you rate the effectiveness of your current communication strategies in reaching and engaging farmers?

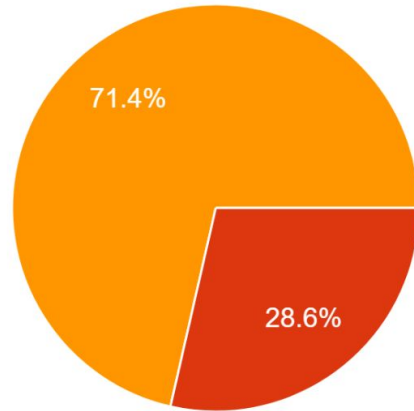
7 responses



- Very effective
- Somewhat effective
- Moderately effective
- Not very effective
- Ineffective
- This question doesn't apply to me

How would you describe the overall understanding of landowners about water quality best practices?

7 responses

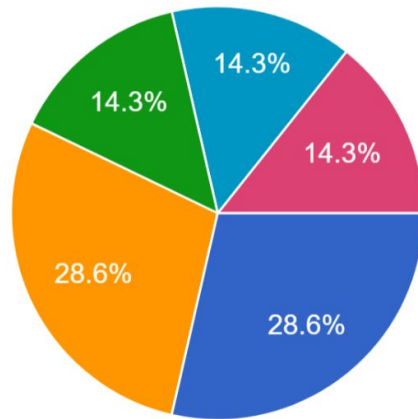


- Excellent
- Good
- Fair
- Poor
- This question doesn't apply to me



## In your opinion, what are the primary challenges in landowners' adoption of water quality practices?

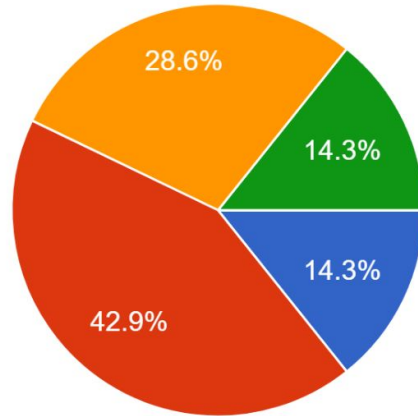
7 responses



- Lack of awareness or knowledge
- Resistance to change or skepticism
- Time constraints or competing priorities
- Financial limitations
- This question doesn't apply to me
- Left to farm managers/renters discretion
- All of the above

## How would you rate the effectiveness of your current communication strategies in reaching and engaging landowners?

7 responses



- Very effective
- Somewhat effective
- Moderately effective
- Not very effective
- Ineffective
- This question doesn't apply to me

# Overview of Key Findings and Themes

- Challenges in Communicating with Specific Stakeholder Segments
- Importance of Emphasizing Economic Benefits
- Fostering Shared Responsibility
- Need for Clear and Applicable Information
- Challenges of Budget Limitations and Funding Needs
- Desire for Coordinated Efforts and Clear Communication
- Challenges in Bridging Knowledge Gaps

# Next Steps

- Develop a Communications Plan from the Focus Group and Stakeholder Survey Summary Reports
- Communications Plan to include:
  - Target Audiences
  - Key Messages
  - Communications Strategies
  - Communications Assets
- Final draft of Communications Plan due to MORPC by Wednesday, March 27th

# Q&A



# Contact Information

**Coby C. Williams | Principal**

New Reach Community Consulting

[www.newreachcommunity.com](http://www.newreachcommunity.com)

[coby@new-reach.com](mailto:coby@new-reach.com)

614-585-9516

# AGENDA



MORPC

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# Leaders Listen: Sustainability

Ethan Hug, Senior Data Analyst

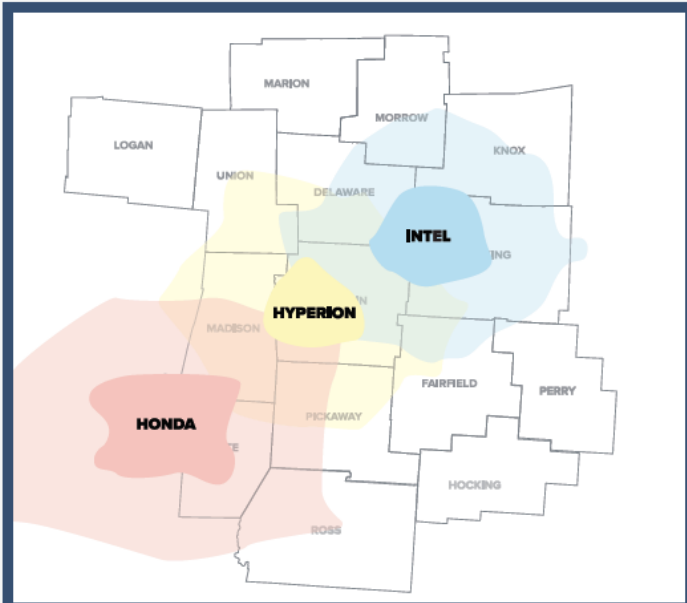


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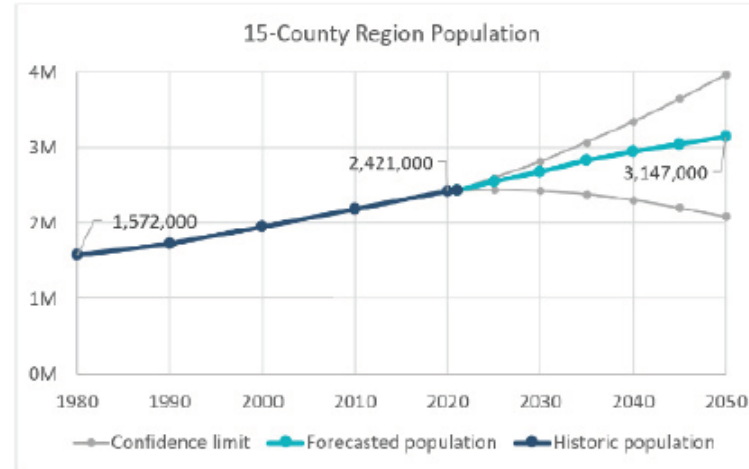


# Major Development Drive Times



Intel	Honda	Hyperion
20 minutes	20 minutes	20 minutes
40 minutes	40 minutes	40 minutes

Source: ESRI/MORPC 2023



## POPULATION



## HOUSEHOLDS

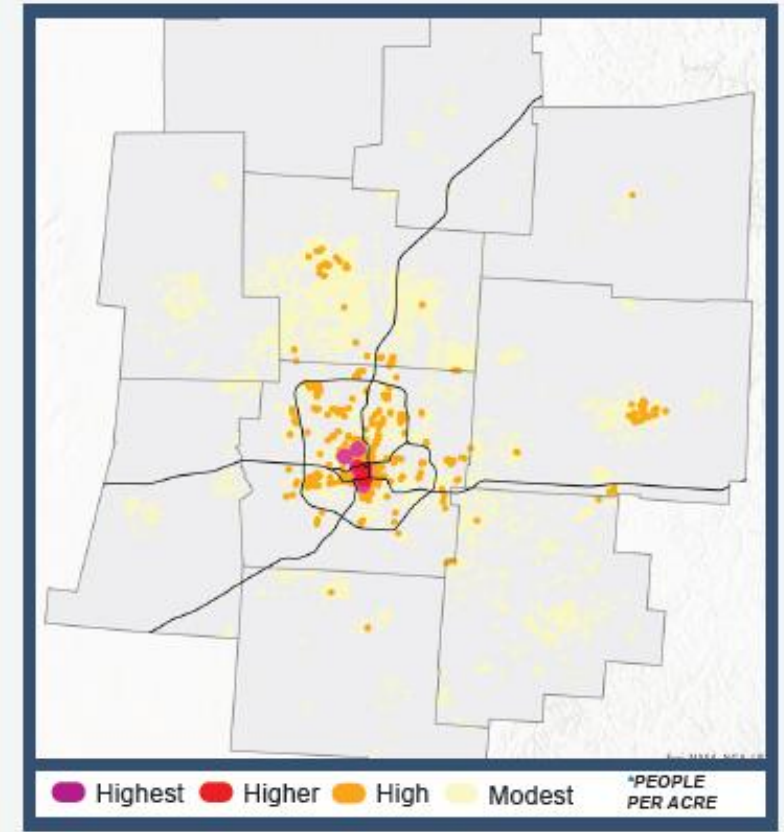


## LABOR FORCE



Source: MORPC 2050 Population Forecast 2023

# Projected Population Growth 2021 - 2050



## Questions' Stems

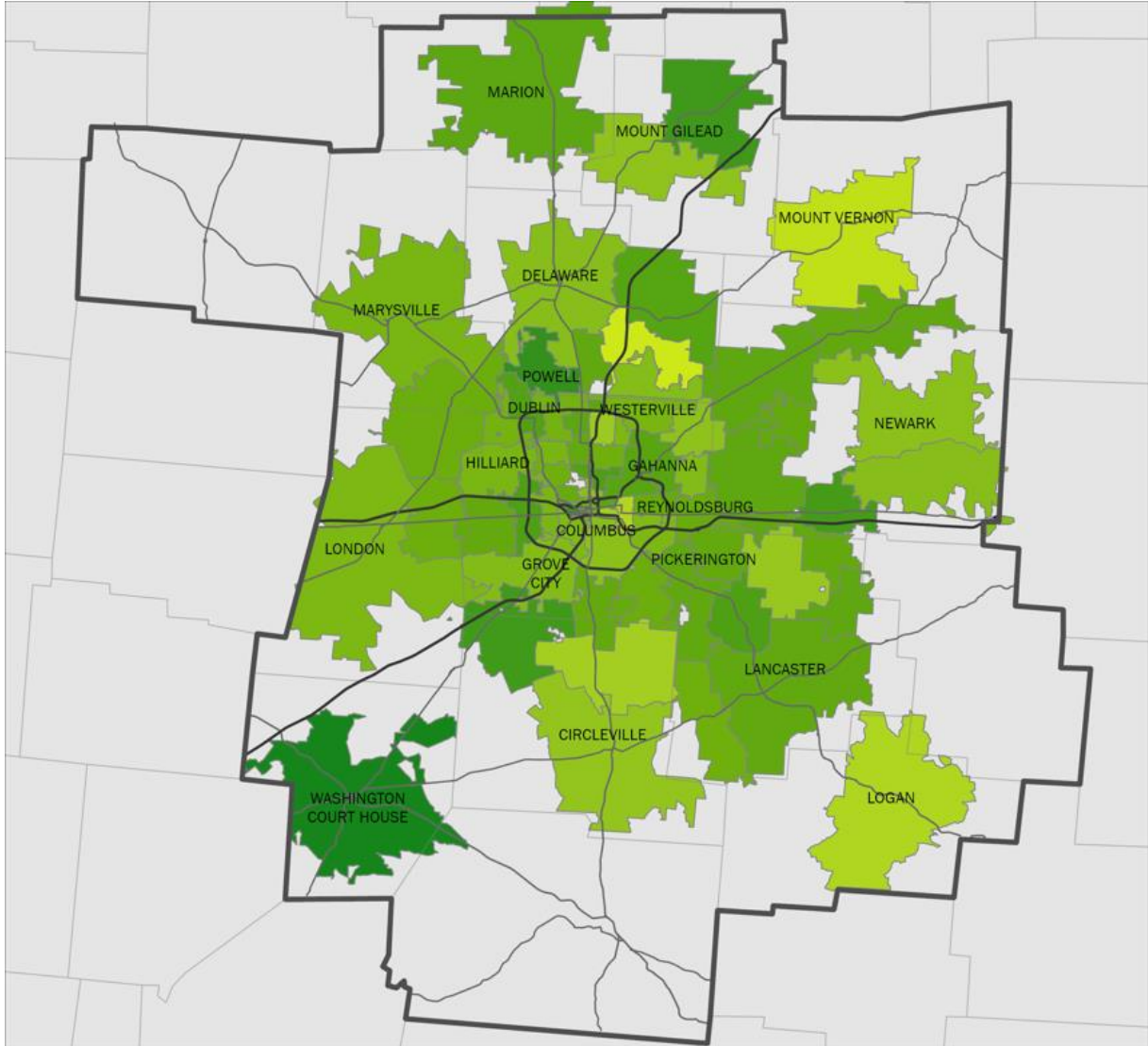
- Air and Water Quality Concerns
- Climate Change
- Regional Sustainability investments
- Solar Energy development viability

## Read the Reports

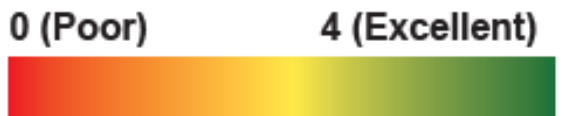


MORPC



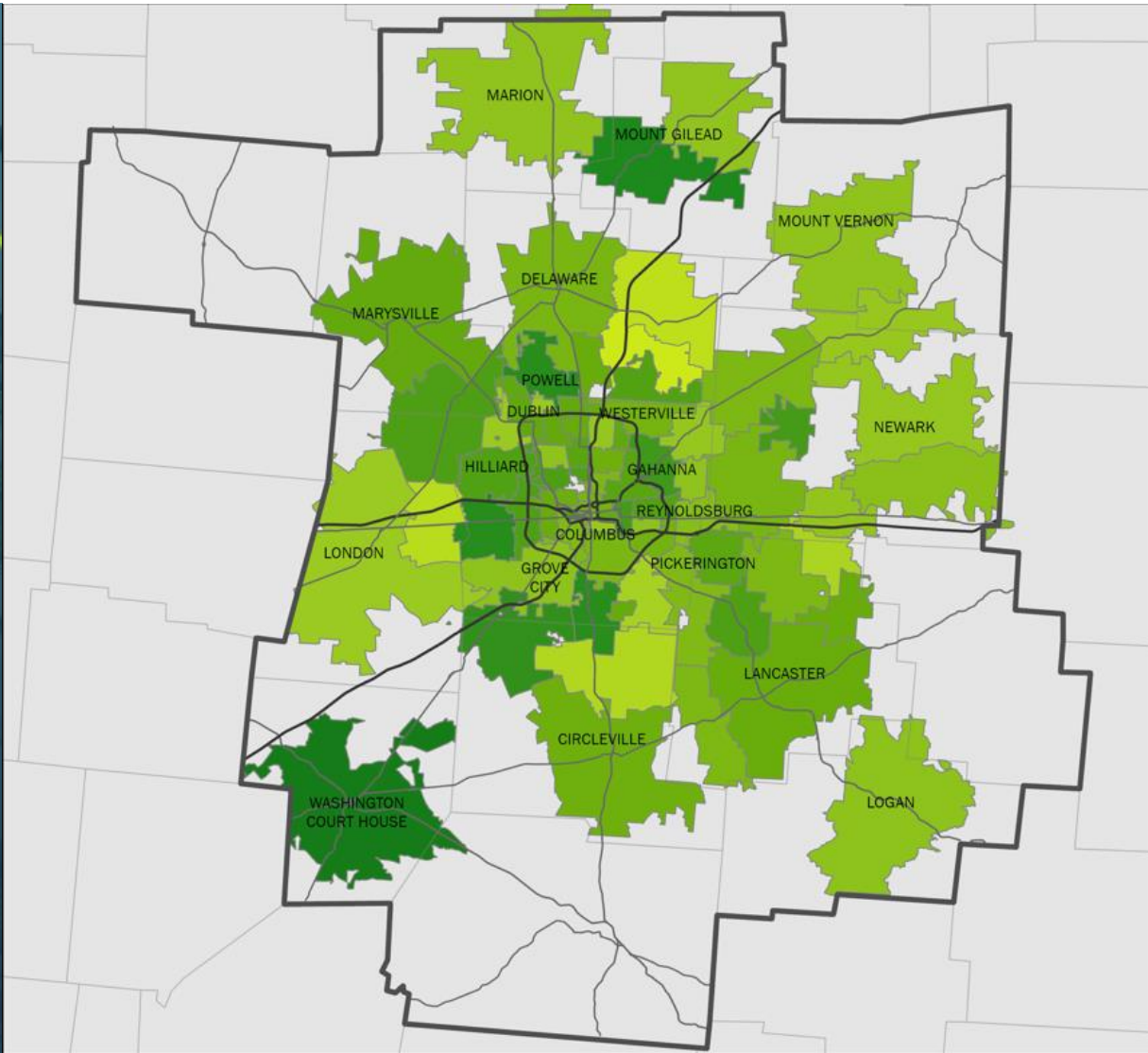


Mean outdoor Air Quality Ratings



A circular icon featuring a white silhouette of a person's head and shoulders against a dark blue background. Above the person's head are three horizontal, wavy lines in shades of blue, representing air or sound waves.

**75%**  
**Rated Air Quality**  
**Good to Excellent**

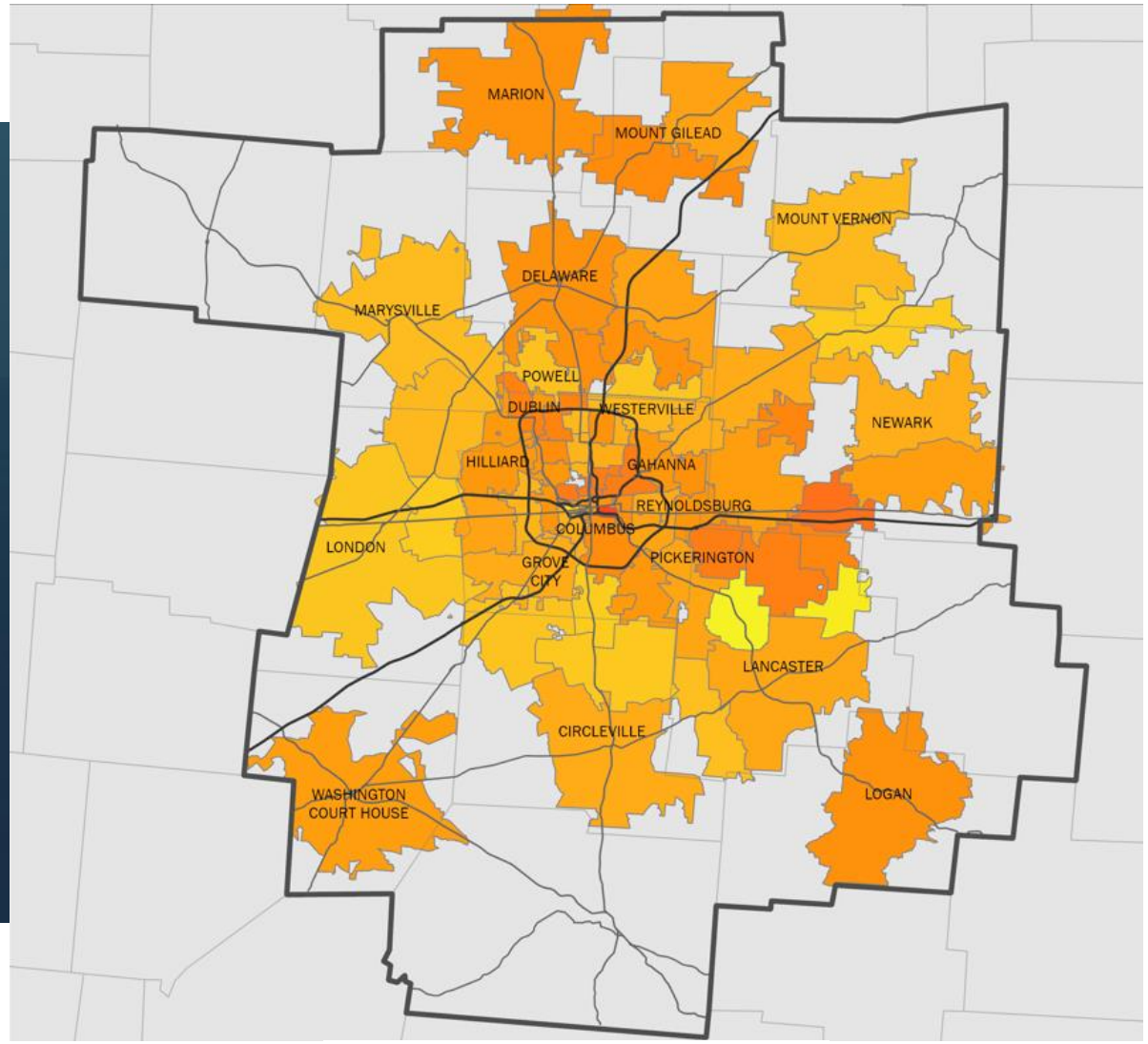


Mean Drinking Water Quality

0 (Poor) 4 (Excellent)



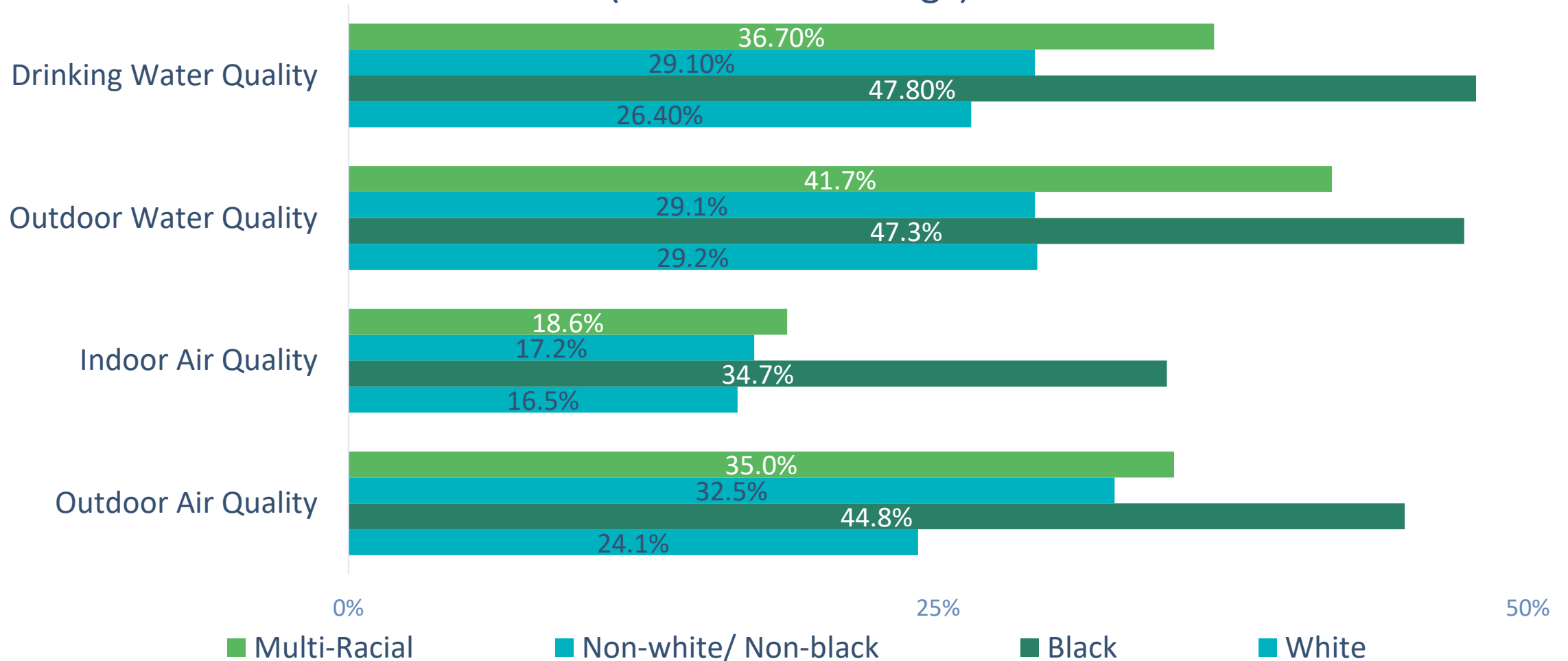
**2/3**  
**ARE SOMEWHAT TO  
EXTREMELY WORRIED  
ABOUT CLIMATE CHANGE**



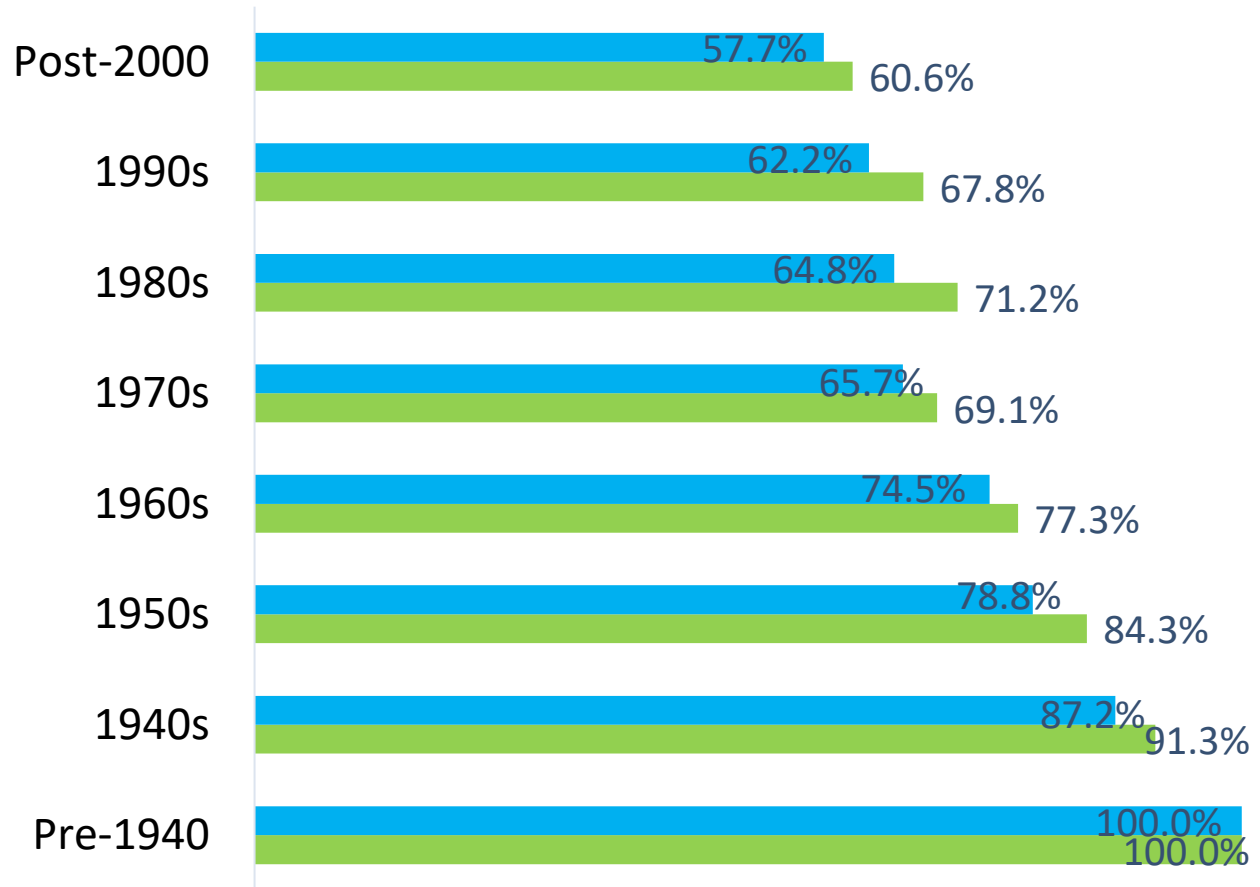
Mean Climate Change Worry Respondants  
0 (Not At All) 4 (Extremely)

# How would you rate the air and water quality in your neighborhood or residence?

(Poor or Fair ratings)

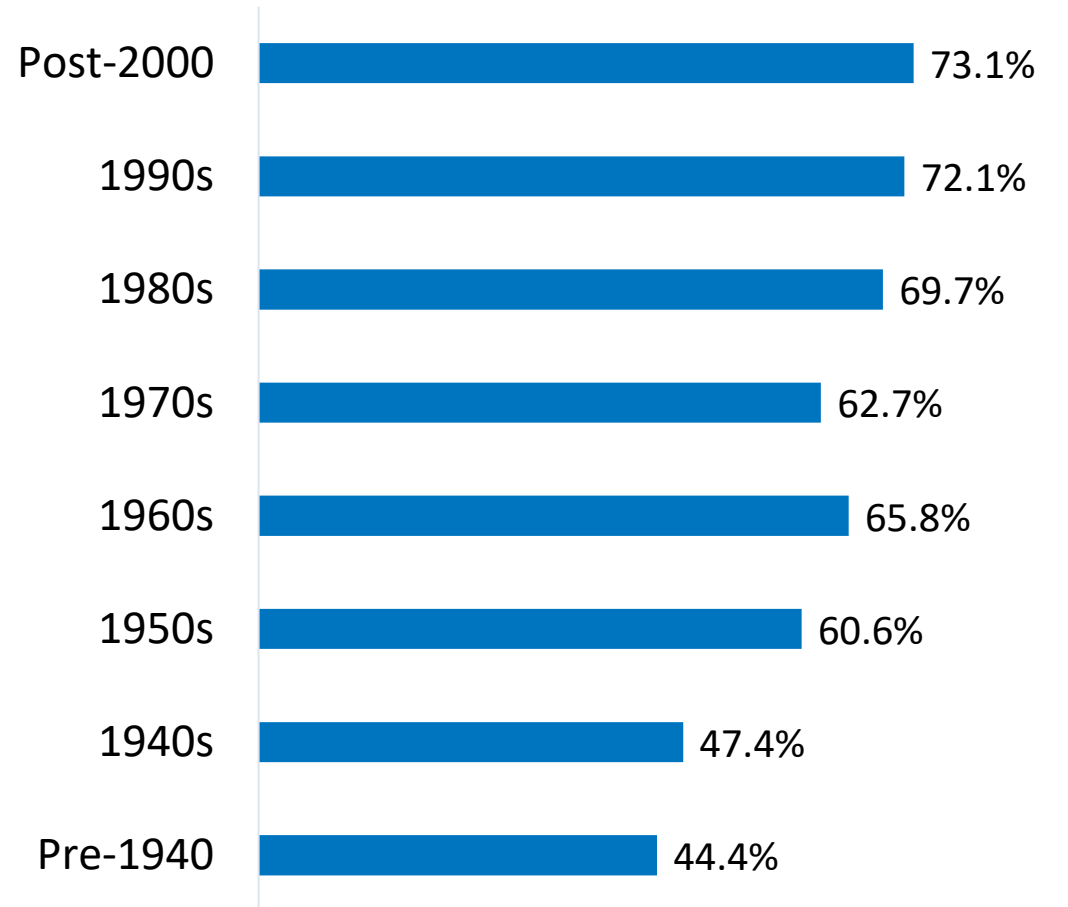


# Perceptions by Decade of Birth



■ Environmental Water Quality  
Good to Excellent

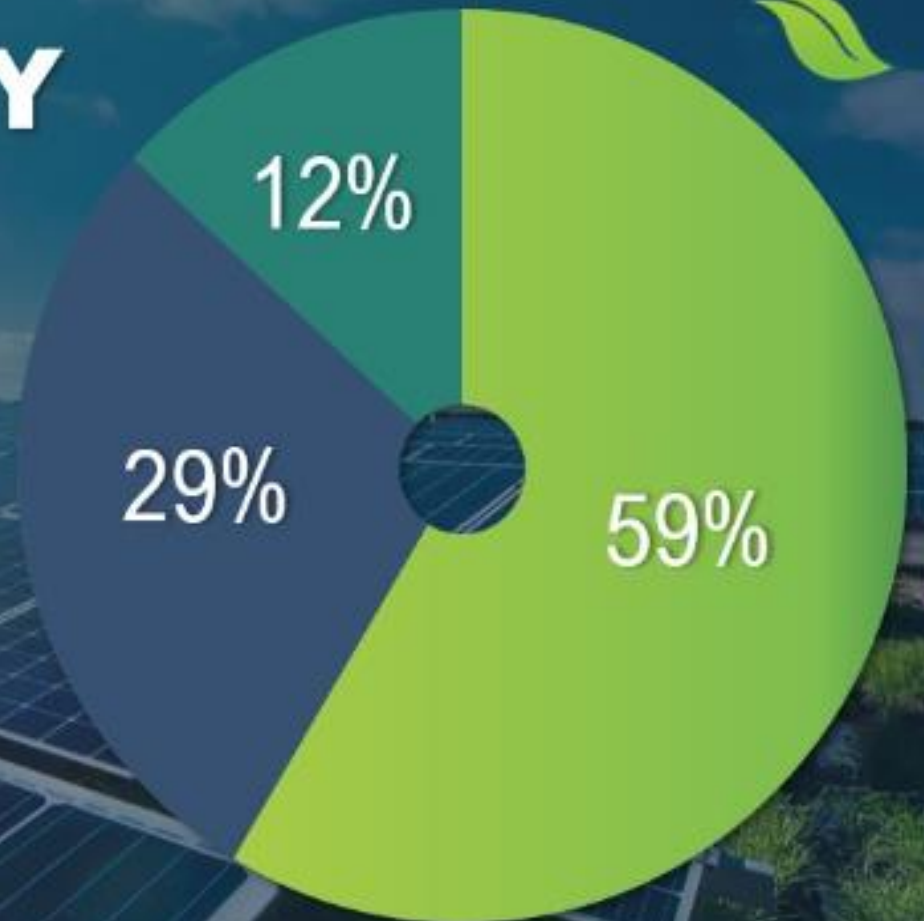
■ Outdoor Air Quality  
Good to Excellent



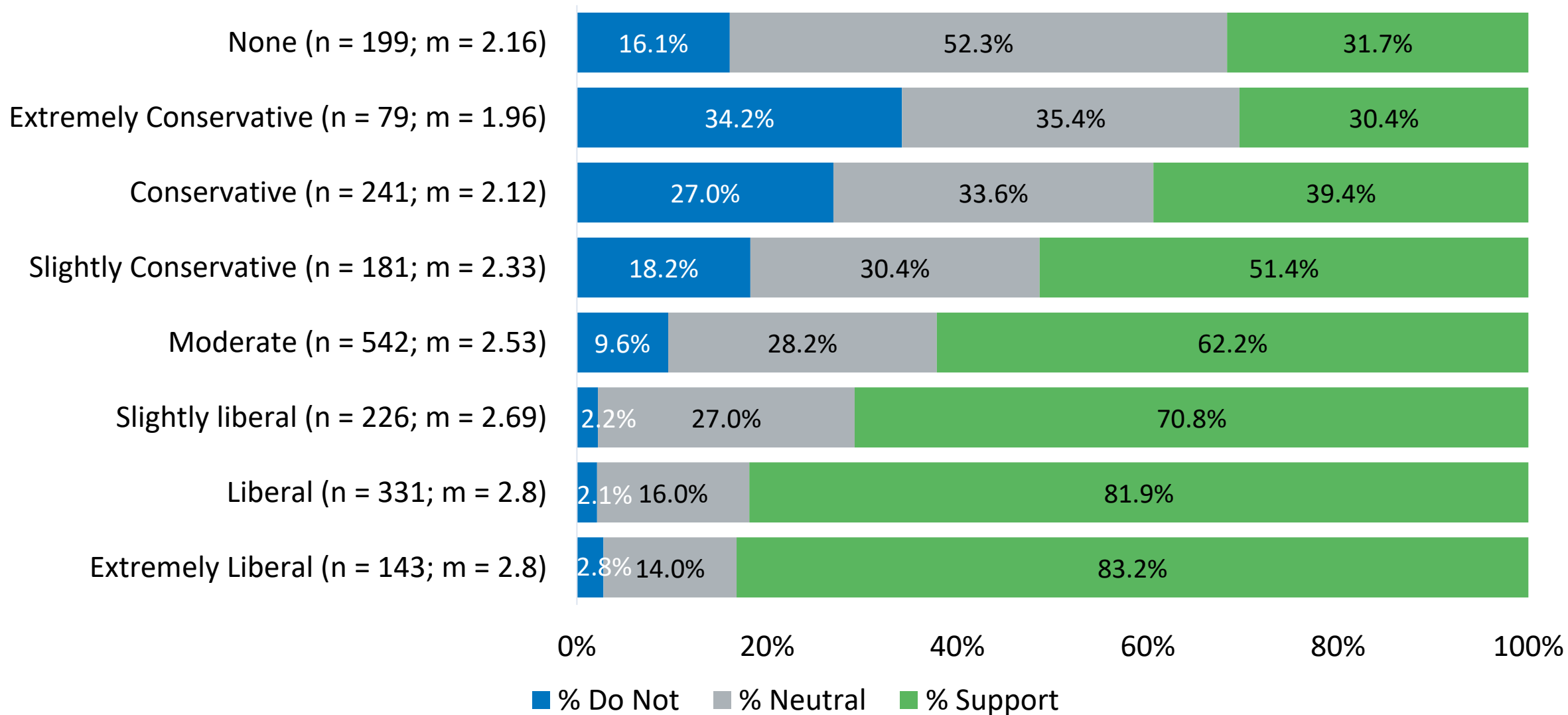
■ Climate Change Worry  
Moderately to Extremely



# SUPPORTING LARGE SOLAR PROJECTS IN YOUR COMMUNITY



# Do you support large scale solar projects in your community?



70%

**FEEL LEADERS ARE NOT AT ALL TO ONLY MODERATELY ADDRESSING OUR ENVIRONMENT**



**Thank you**



**MORPC**

# LEADERS LISTEN

**TAKE OUR SURVEY  
SCAN THE QR CODE BELOW**



## **Housing Survey**



*The Columbus Dispatch*

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MORPC

**Adjourn**

**Glenn Marzluf**

*Chair*

Sustaining Scioto Board

[gmarzluf@delcower.com](mailto:gmarzluf@delcower.com)

**Edwina Teye, Ph.D.**

*Water & Natural Resources*

*Program Mgr.*

[eteye@morpc.org](mailto:eteye@morpc.org)

