



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**  
**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**

Edwina Teye presented the communication plan developed by New Reach Consulting, funded by the American Farmland Trust. The plan aims to promote awareness and encourage the adoption of water quality practices among farmers and landowners. Key strategies include stakeholder surveys, focus groups, personalized messaging, and collaboration with local agricultural organizations and government agencies. The plan also highlights the importance of economic incentives and long-term engagement.

Members discussed the need for peer-to-peer communication, demonstration projects, and tailored messaging to address farmers' concerns. They also discussed the challenges of engaging stakeholders and the recommendation for a central hub to coordinate ongoing projects.

Chair Brandt and Edwina reviewed the communication strategies for different regions, focusing on joint initiatives, newsletters, public meetings, and financial incentives. They discussed the importance of collaboration and coordination across the watershed.

**3. Other Business – Chair Brandt**

Chair Brandt proposed partnering with water utilities for regional outreach activities, such as field days and workshops. He suggested involving local extension services and other organizations to enhance engagement and communication.

Members discussed the need for resources and funding to support outreach activities. They reviewed potential funding sources and the importance of defining a scope of work for future activities.

**a. Member Updates**

Member Aaron Wilson provided updates on new Mesonet stations and Nationwide Insurance projects focused on building resilience in farm design and infrastructure.

**William Murdock, AICP**  
Executive Director

**Chris Amorose Groomes**  
Chair

**Michelle Crandall**  
Vice Chair

**Ben Kessler**  
Secretary

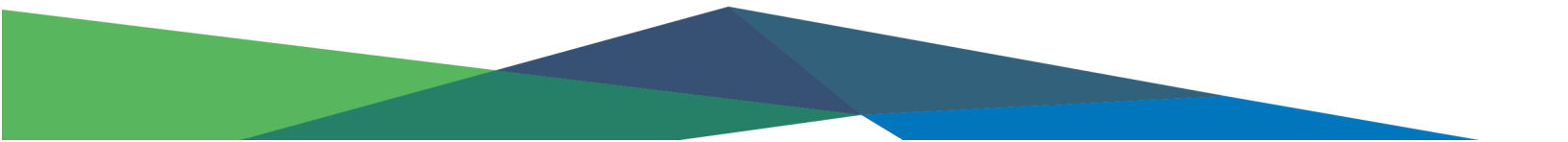


Chair Brandt mentioned the upcoming Ohio EPA water quality survey and River Fest event, encouraging Members to participate and promote awareness.

**4. Adjourn**

**Please notify Lynn Kaufman at 614-233-4189 or [lkaufman@morpc.org](mailto: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.**



Mid-Ohio Regional Planning Commission  
*Remote Meeting*

Agricultural & Rural Communities Outreach Team Meeting

May 16, 2024

---

Members Present

- Chair Brian Brandt, American Farmland Trust
- Aaron Wilson, OSU, Byrd Polar & Climate Research Center
- Kyle Wilson, Franklin Soil & Water Conservation District

Staff Present

- Lynn Kaufman
- Edwina Teye

# Agricultural & Rural Communities Outreach Working Team

May 16, 2024



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

# 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

# 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



MORPC

- 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



MORPC

- 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



**MORPC**

## **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



## 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



# 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

# Meeting Adjourn

## Brian Brandt

*Chair*

**Ag. & Rural**

**Communities Outreach  
Working Team**

[bbrandt@farmland.org](mailto:bbrandt@farmland.org)

## Edwina Teye, Ph.D.

*Water & Natural Resources Prog.*

*Mgr.*

Mid-Ohio Regional Planning  
Commission

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

111 Liberty Street, Suite 100  
Columbus, OH 43215

