

# Communication Subcommittee

Wednesday, Sept. 27, 2023

*Starts at 10:00 AM*



**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



**ILLINOIS**  
**NUTRIENT LOSS**  
**REDUCTION STRATEGY**

# Welcome

*Joan Cox, Illinois Environmental Protection Agency*



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# Roles:

Moderator and Chat Monitor: *Joan Cox, Illinois Extension*

Technology Assistance: *Layne Knoche, Illinois Extension*

Meeting Minutes: *Amanda Christenson, Illinois Extension*



# Attendance

Please Type your name and affiliation in the Zoom chat box.



# Agenda

<b>10:00</b> (5 minutes)	<b>Welcome</b> <i>Joan Cox, Illinois Extension</i>
<b>10:05</b> (25 min.)	<b>Community Outreach Checklist for Diverse Engagement with NARPS</b> <i>Mila Marshall, Sierra Club</i> Q&A
<b>10:30</b> (30 min.)	<b>2023 Communications Plan and Biennial Report Key Points</b> <i>Emily Steele, Illinois Extension</i> Feedback Requested



# **NARPS & Communication Lessons Learned**

Mila Marshall PhD  
Clean Water Advocate  
Sierra Club IL Chapter  
[Mila.marshall@sierraclub.org](mailto:Mila.marshall@sierraclub.org)

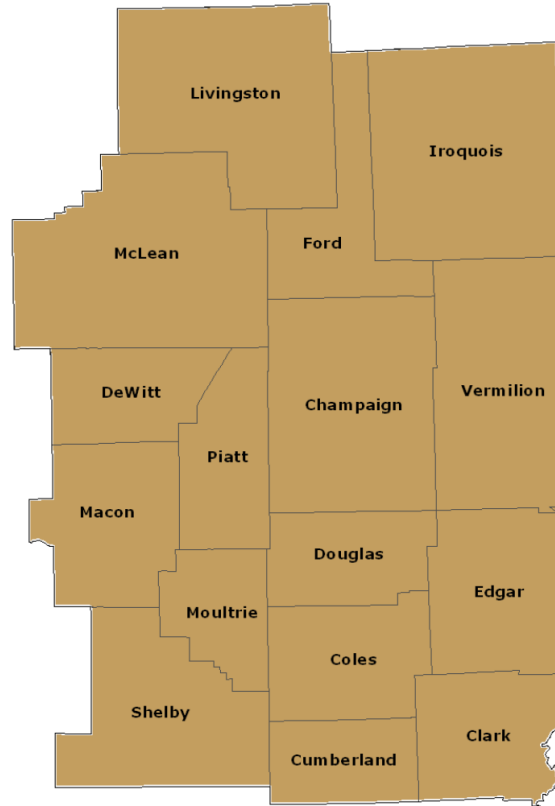
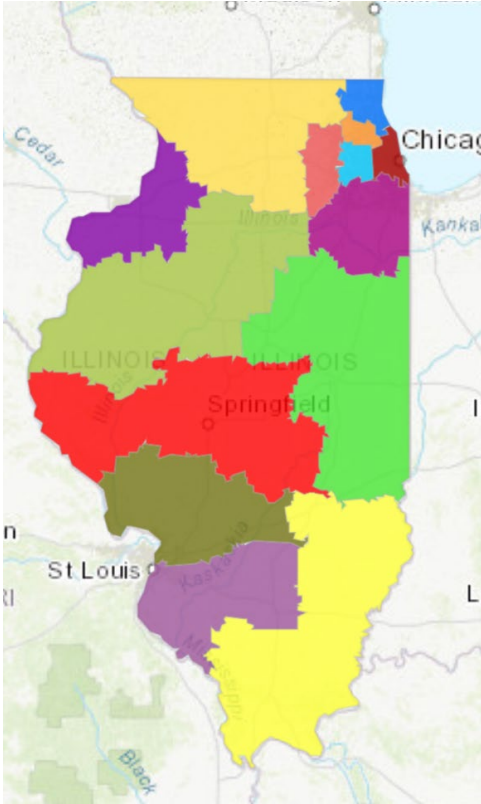


# The Lumpkin Family Foundation

*... is a private, family foundation created in 1953 from the estate of  
Besse A. Lumpkin of Mattoon, Illinois.*

3<sup>rd</sup> / lb

# East Central Illinois



County	Sierra Club Group
Livingston	Prairie Group
Iroquois	Prairie Group
McLean	Prairie Group
Ford	Prairie Group
DeWitt	Sangamon Valley Group
Piatt	Prairie Group
Macon	Sangamon Valley Group
Moultrie	Sangamon Valley Group
Shelby	Sangamon Valley Group
Cumberland	Prairie Group
Clark	Prairie Group
Coles	Prairie Group
Edgar	Prairie Group
Douglas	Prairie Group
Champaign	Prairie Group
Vermilion	Prairie Group

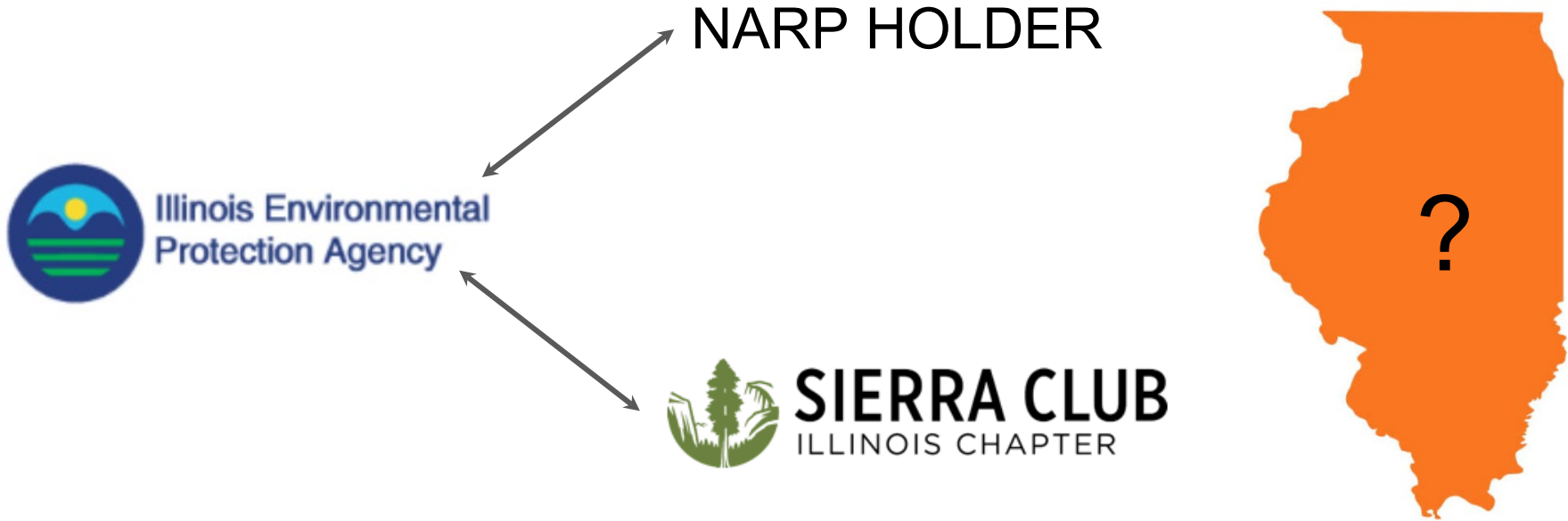
There are 16 counties in the East Central IL area that fall within two Sierra Club IL Chapter Groups

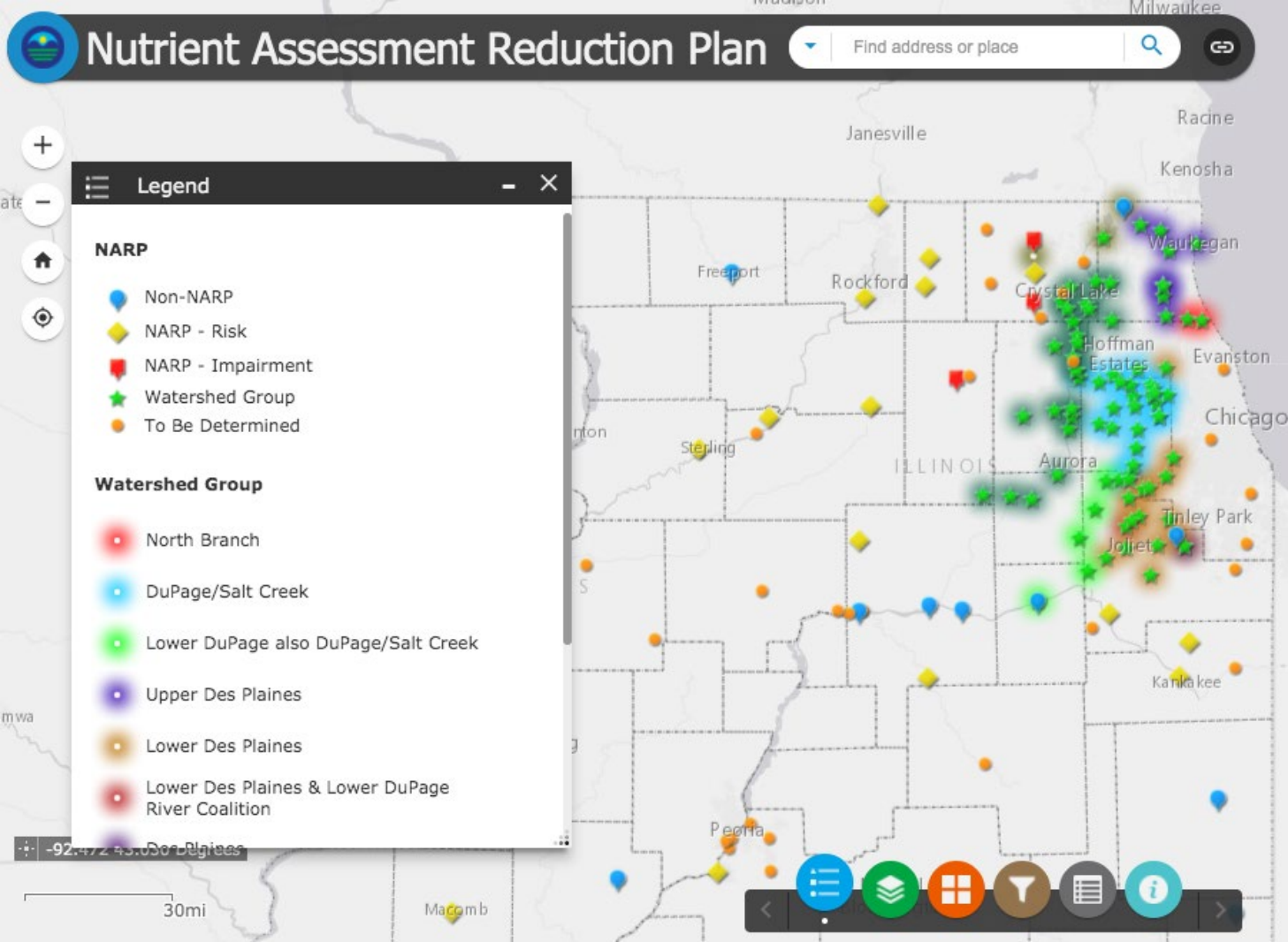


# Sierra Club NARP Calls

- Basics of water
- Understanding state government
- Education with regards to how federal and state policies regulate water
- Active sessions that allow for skills development
  - How to write letters to the editor, engaging on NARPs with elected officials, broadening the network and building an alliance to engage on nutrient pollution

# Communication options require understanding how information is both presented, shared.....





# IEPA's NARP Web Application Map

- Access the map [here](#)
- View, manage & analyze IL NARP locations
- Mapping tools are powerful to help
  - to identify **where** to concentrate efforts
  - to **understand** the communities impacted & who to work with

# The art of storytelling



**MISSISSIPPI  
FRED  
MCDOWELL**

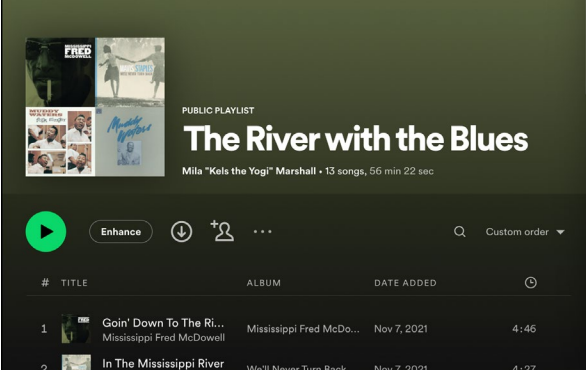
**MAVIS STAPLES**  
WE'LL NEVER TURN BACK

**MUDDY  
WATERS**  
folk singer

Mississippi Fred McDowell & Johnny "Blues Boy" Watson  
**Mama Says I'm Crazy**



## Welcome to The River With the Blues

Nutrient Pollution in the Mississippi River



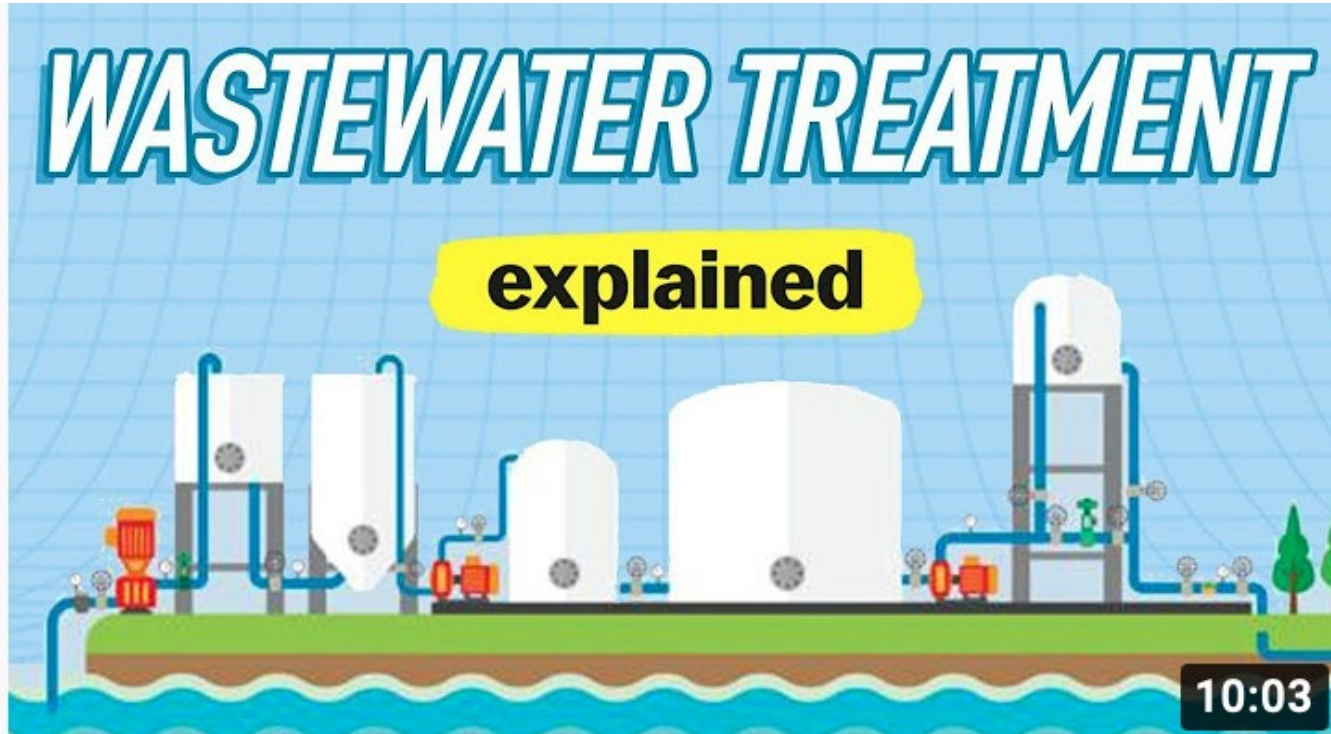
**Public Playlist**  
**The River with the Blues**  
Mila "Kels the Yogi" Marshall • 13 songs, 56 min 22 sec

Enhance Download Share ...

#	TITLE	ALBUM	DATE ADDED	
1	 <b>Goin' Down To The River</b> Mississippi Fred McDowell	Mississippi Fred McDowell	Nov 7, 2021	4:46
2	 <b>In The Mississippi River</b> We'll Never Turn Back	We'll Never Turn Back	Nov 7, 2021	4:27

# How Do Wastewater Treatment Plants Work?

<https://www.youtube.com/watch?v=FvPakzqM3h8>



# Connecting NARPs To Our Existing Work

## Types of Permits

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Which permits do we track?

The IL Sierra Club tracks a few main types of permits:

- [National Pollutant Discharge Elimination System \(NPDES\)](#)
  - Required when anyone wants to discharge pollutants through a point source into US waters
- [404 Permit](#)
  - Required to regulate the discharge of dredged material into US waters
- [401 Permit](#)
  - Required any time there's activity that may result in a discharge into US waters



Photo from Atte Grolund at Unsplash

# Making it available...but for who?



**SIERRA CLUB**  
ILLINOIS CHAPTER

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[Our Work](#) ▾

[Legislation](#) ▾

[Get Involved](#) ▾

## Nutrients

Nutrient inputs are a big problem for both Illinois waterways and the Gulf of Mexico into which polluted water leaving Illinois ultimately drains.

[NARP Stakeholder Engagement Best Practices](#)

[Factsheet on Illinois' Nutrient Problem](#)

[Factsheet on Nutrient Reduction Strategies for Homeowners](#)

# Lessons learned

- Edutainment for the general public
  - Especially since this is mostly virtual
- Brief and flexible for operators
  - Creation of materials and constant outreach
  - Responsive to their other questions and tensions
    - Is nutrient trading supported?
    - Can the NLRS funds be used by WWTF's?
  - Work with consultants to have a potentially broader reach
- Clear and easily translatable for decision makers
  - Support local water initiatives and connect them to resources that can translate into investments and coalition building
- Engaging local media takes time and relationships
  - Press releases
  - Pitching and calling into radio stations for environmental updates





# Sharing Experience

## Working in Local Watersheds Team Goals

1. The work of watershed groups is transparent and visible to the residents of the watershed.
2. Meaningful implementation plans are developed for watersheds.
3. Implementation plans are being implemented at a reasonable pace.

The Team's next meeting is Wednesday September 27th, 2023.



Sierra Club's **Working in Local Watersheds Team** Includes Sierra Club and League of Women Voters members and others who are working to implement existing watershed plans and to engage in the development of new Nutrient Assessment & Reduction Plans (NARPs).

# 2023 Communications Plan and Biennial Report Key Points

*Emily Steele, Illinois Extension*



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# Report Production Timeline

- Final design / text review: Sept. 28-Oct. 18
- Agency director review: Oct. 19-27
- Report launch: December 1  
*Backup: December 8*
- Annual NLRS Conference: January 25  
*Report print copies will be available*



# Agency Meeting Recap

- Approved creation of a promotional toolkit
- Changed public launch date to December 1 (backup December 8)  
*Media release, legislator letter, common message power point, and promotional toolkit*
- Extension will draft the legislator letter and media release
- Illinois EPA will finalize and distribute the legislator packet (letter, executive summary, and report) and media release



# Report Launch Assets

An email to working group members on the launch date will include:

- **Links to the executive summary and 2023 report**
- **Instructions for receiving print copies**
- **Link to the media release for resharing**
- **Promotional toolkit:**  
*Common message PowerPoint, digital graphics, suggested social media text, general talking points, user guide*

**Questions?**



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Review and select  
Key Points to feature



In a moment, we will join a Miro Board through a link in the chat.

When prompted, please click **join presentation**.

Later on, you will also be prompted to **join voting**.

When voting, you will click the **+** on the **key point** in which you would like to vote. Once you use up your votes, hit **I'm done**.

If you cannot vote on your screen for any reason, you may **add your votes in the chat** by commenting with the number of the key point in which you would like to vote. At the top of each frame, we indicate how many votes each person has for each topic.

To move around in Miro: Use your right mouse button to grab the page and move to the different frames. Use the left mouse button to select and vote. You can zoom in and out using your mouse wheel or you may use the + and - buttons on the bottom right corner.



# Next Meeting

**Tuesday, Dec. 12, 2023, 2-3PM**



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# Thank you



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