

# **SLO Water Resource Recovery Facility**

**Cal Poly's Sustainable Utilities  
Research and Education (SURE)  
Program - Virtual Q & A Panel  
May 26th, 2021  
11 AM - Noon**

**Supervisor: Nick Macias  
Programmers: Emma Wells, Benny  
Martinez, Gabe Anderson, and  
Catherine Brooke**

# **Table of Contents**

|                                                                             |           |
|-----------------------------------------------------------------------------|-----------|
| <b>1. Program Title: Catherine</b>                                          | <b>2</b>  |
| <b>2. General Mission and Programming Philosophy of the Agency: Gabriel</b> | <b>2</b>  |
| <b>3. Target Population: Emma</b>                                           | <b>3</b>  |
| <b>4. Program Goals: Benny</b>                                              | <b>4</b>  |
| <b>5. Program Description: Catherine</b>                                    | <b>4</b>  |
| <b>6. Management Plans: Staffing Requirements and Assignments: Emma</b>     | <b>8</b>  |
| <b>7. Facilities Needed: Gabriel</b>                                        | <b>10</b> |
| <b>8. Equipment and Supplies Needed: Gabriel</b>                            | <b>10</b> |
| <b>9. Sponsorship: Gabriel</b>                                              | <b>10</b> |
| <b>10. Registration Process: Catherine</b>                                  | <b>11</b> |
| <b>11. Risk management: Benny</b>                                           | <b>13</b> |
| <b>12. Promotional plan: Emma</b>                                           | <b>13</b> |
| <b>13. Financial plan: Catherine</b>                                        | <b>15</b> |
| <b>14. Other issues as appropriate for the program: Catherine</b>           | <b>16</b> |
| <b>Promotional Materials</b>                                                | <b>17</b> |
| <b>Photos</b>                                                               | <b>20</b> |
| <b>Event Evaluation</b>                                                     | <b>21</b> |
| <b>Outline of Group Presentation</b>                                        | <b>27</b> |

## **1. Program Title: Catherine**

Cal Poly's Sustainable Utilities Research and Education (SURE) Program - Virtual Q & A Panel The San Luis Obispo Water Resource Recovery Facility (SLO WRRF) and Cal Poly's Sustainable Utilities Research and Education (SURE) Program will be hosting a virtual event on May 26 from 11am-noon. It will take place on zoom and entail some information about the cutting-edge research Cal Poly SURE is doing with the SLO WRRF. There will be a Q & A panel of experts, from Cal Poly researchers to city officials, who will be answering prewritten questions from the agency as well as any questions that participants have written in the chat. There will also be multiple raffles where participants have the chance to win and choose from a selection of prizes.

## **2. General Mission and Programming Philosophy of the Agency: Gabriel**

The San Luis Obispo Water Resource Recovery Facility has treated wastewater for over 100 years. Throughout these years, they have increased capacity and improved the quality of the effluent discharged into the environment, so much so that it surpasses the quality of drinking water for many constituents. The City is committed to ensuring water quality in the most efficient and effective manner possible. This program will allow community members to gain awareness and knowledge about how the WRRF works, recent upgrades to the facility, and groundbreaking research being done there. We hope listeners leave understanding the steps the city of SLO and Cal Poly's research team are taking to make SLO more sustainable and improve the future of wastewater treatment.

## **3. Target Population: Emma**

### **A. Target Audience:**

The target audience for this event includes: people who are ages 16+ (adults), taxpayers, people who pay water bills, heavily irrigated businesses, people interested in sustainability and energy usage, farmers in SLO, others impacted by water usage, people worried about another serious drought in California, people worried about water quality at the beach and drinking water quality, people worried about their water bills, people interested in climate change, and people interested in algae and research and understanding the technological processes behind wastewater treatment.

### **B. Special Consideration:**

There are multiple aspects to the wastewater treatment process, including cost, energy usage, sustainability, and impacts on people and the environment. People with a variety of different backgrounds, interests, and concerns will be attending the event, and the programmer should make sure to address questions from every category.

### C. Participant Benefits:

Participants in the event will learn about the fundamentals of and need for proper wastewater treatment. They will learn that if wastewater is not treated properly, the toxic nutrients in it will harm the environment. This event is aimed to educate the target audience about the work being done by the WRRF and CP-SURE lab in collaboration with the city of SLO. These groups are using algae research to try to reduce the cost of wastewater treatment, reduce harmful waste going into the environment, and recycle the wastewater. Each individual participant will be able to ask questions to panel members and learn about solutions pertaining to the problems they are worried about, and overall gain more insight into the benefits of the research being done in their city.

## 4. Program Goals: Benny

### A. Three Program Designs Goals:

- To educate our target audience on the importance of SLO WRRF and CP-SURE research, especially in considering the value it holds within a drought state such as California.
- To inform taxpayers on upgrades happening to the facility as well as the necessity of these upgrades for future tax votes.
- To host a virtual Q&A panel on May 26th, from 11-noon through zoom.

### B. Two Participant Performance Outcomes:

- To gain knowledge about the important research being conducted at SLO WRRF pertaining to low cost remediation for wastewater with algae.
- To learn what tax dollars are being spent on in the city of San Luis Obispo and how it will improve the future of the town and people living in it.

### C. Primary Planning Objectives:

- The programmers need to write a short paragraph that can be sent to a list of people that the agency would like to promote the event.
- The programmers need to write another short paragraph to send to the people the agency would like to be a part of the event, helping answer questions that the public might have.
- The programmers need to come up with a list of sponsors and an email that can be sent to them to see if they would like to contribute to the event.
- The programmers need to figure out the best way to host this event virtually.
- The supervisor should come up with questions that could be answered at the Q&A Panel that would better help the public understand why the SLO Water Resource Recovery Facility is so important.

## 5. Program Description: Catherine

### A. Description:

This event is an educational special event and is structured as a virtual Q & A with a panel of experts and participants listening. There is not a specific theme. The overall event will offer the following activities:

1. Introductions: The zoom will begin with the supervisor, Nick Macias, introducing the field site, the moderators, and the panel members to all participants.
2. Student Experience: CP-SURE student researcher will talk about her work at the lab.
3. Raffle: The moderators will remind all participants of the raffle: what is up for grabs and how to get their name on the raffle list.
4. Moderator Questions: The moderators will be asking questions to the panel members, keeping track of time spent on each question, and politely cutting off panelists when it is time to move on. These questions will be prepared beforehand.
5. Participant Questions: Participants can comment their questions in the chat at any point during the program and moderators will read them one at a time to panelists at specific parts of the event, still keeping track of time.
6. Conclusion: Moderators will thank all the panelists for their time and participants for attending.

### B. Schedule of day's activities:

| Time           | Activity                                                                                                                                            | Who                               | Location                           |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|------------------------------------|
| 11:04-11:10 am | Onsite SURE/Program Introduction - Instructions for how to ask questions and how to win prizes.                                                     | Supervisor - Nick                 | Zoom - SLO WRRF Site in background |
| 11:10-11:12 am | Student Experience                                                                                                                                  | Student Research at WRRF - Hailey | Zoom - lab in background           |
| 11:12-11:15 am | Raffle #1: Tag CalPolySURE-WESTT on Instagram                                                                                                       | Moderator 1                       | Zoom                               |
| 11:15-11:18 am | EIM Question #1 to Chris Read: "What is the city of San Luis Obispo doing to reduce the area's carbon footprint and increase water sustainability?" | Moderator 1                       | Zoom                               |

|                |                                                                                                                                                                                                                                   |                       |      |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------|
| 11:18-11:21 am | EIM Question #2 to Dr. Erin Pearse: “How can Cal Poly and the City help each other to meet climate and water goals of the area?”                                                                                                  | Moderator 2           | Zoom |
| 11:21-11:23 am | Raffle #2: First person to post a question on chat board                                                                                                                                                                          | Moderator 2           | Zoom |
| 11:23-11:26 am | Chat Question #1: anything posted in the chat from the participants, any panelist can answer                                                                                                                                      | Moderator 3           | Zoom |
| 11:26-11:29 am | EIM Question #3 to Chris Lehnman: “How will the upgrades to WRRF benefit the community and aid in the city meeting its sustainability goals?”                                                                                     | Moderator 3           | Zoom |
| 11:29-11:37 am | EIM Question #4 to Shelley Blackwell: “What kind of research projects is Cal Poly doing at the WRRF and how do they support water and energy sustainability goals?”                                                               | Moderator 4           | Zoom |
| 11:37-11:40 am | Raffle #3: Comment on the most recent instagram @calpolysure_westt post                                                                                                                                                           | Moderator 4           | Zoom |
| 11:40-11:45 am | Chat Questions: 2-3 questions from participants in the chat box                                                                                                                                                                   | Moderator 3           | Zoom |
| 11:45-11:48 am | Question from Supervisor to Nick Teague: “How do you think the collaborative efforts being performed by the city and the university will aid in providing the community with a safe and reliable water supply for years to come?” | Supervisor            | Zoom |
| 11:48-11:55 am | Final Chat Questions - if none: “How can the community get                                                                                                                                                                        | All moderators rotate | Zoom |

|                |                                                            |             |      |
|----------------|------------------------------------------------------------|-------------|------|
|                | more involved with the initiatives being presented here?”  |             |      |
| 11:55-11:58 am | Raffle #4: Closing Survey<br>Google Doc – put link in chat | Moderator 3 | Zoom |
| 11:58am-12 pm  | Last remarks and thank you to panelists and moderators     | Supervisor  | Zoom |

### C. Animation plan:

F1: Participants will access the zoom link from their email and log onto the zoom at approximately 11 am.

T1: The supervisor, Nick Macias, will get everything started by introducing himself.

F2: Nick will introduce the panelists, the moderators, and show the field site briefly in the background of his video.

T2: Nick will introduce student researcher Hailey Guckes.

F3: Hailey will discuss her experience working at the WRRF lab and some of the work they are doing there.

T3: Hailey will conclude her thoughts.

F4: The first moderator will introduce themselves, do the first raffle, and ask the first prepared question, and the panelist will respond. Participants will have the opportunity to go to the CP-SURE Instagram in order to be entered into the raffle.

T4: The first moderator will thank the panelist and cut them off if going over time.

F5: The second moderator will introduce themselves, ask the second prepared question, and the panelist will respond. The second moderator will do the second raffle. Participants will have the opportunity to ask questions on the chat board in order to be entered into the raffle.

T5: The third moderator will introduce themselves.

F6: The third moderator will read 2 questions that participants wrote into the chat box, any panelist will have the chance to respond, and will ask the third prepared question. The panelist will respond.

T6: The fourth moderator will introduce themselves.

F7: The fourth moderator will ask the fourth prepared question, the panelist will respond, and the moderator will do the third raffle. Participants will have the opportunity to comment on the most recent CP-SURE Instagram post in order to be entered into the raffle.

T7: The third moderator will invite participants to write more questions in the chat.

F8: The third moderator will read 2-3 questions from participants and any panelist can respond.

T8: The supervisor will thank panelists and cut off any that go over time.

F9: The supervisor will ask the fifth prepared question and the panelist will respond.

T9: The supervisor will thank the panelist and cut them off if they go over time.

F10: All moderators will rotate through asking questions from the chat, any panelists can respond.

T10: The fourth moderator will thank the panelists for their responses.

F11: The fourth moderator will put a google survey link in the chat for the fourth and final raffle. Participants will have the opportunity to fill out this survey in order to be entered into the raffle for the chance to win a prize.

T11: The supervisor will thank the panelists, moderators, and participants.

F12: The supervisor will end the event.

## **6. Management Plans: Staffing Requirements and Assignments: Emma**

A. Management Plans: Pre-event planning requirements may include:

- Planning Requirements:
  - Programmers should create a save-the-date flyer.
  - Programmers should send out promotional emails.
  - Programmers should send out sponsorship emails.
  - Programmers should get event promotion on the Cal Poly portal.
  - Programmers should create a second flyer that has more details and information about the event.
  - Programmers should figure out how to run a Zoom/creating Zoom code.
  - The agency supervisor should plan five scripted questions, one for each of the programmers and the agency supervisor to ask each panel member.
  - Programmers and the agency supervisor should have a practice Zoom session to practice running the event.
  - The agency should post on the organization's social media prior to the event.

B. Day of the Event Staffing:

- At 10am, the agency supervisor should post an Instagram picture for participants to interact with during the event in order to win raffle prizes.
- From 11-11:10am, the agency supervisor and graduate student who is a researcher at the facility will introduce the panelists and the organization.
- From 11:10-11:12, Moderator 1 will task participants with the first raffle, which is for participants to tag the organization on Instagram.
- At 11:12am, Moderator 1 will ask the first scripted question about SLO sustainability to panelist Chris Read (Panelist 1), and will monitor how long Chris speaks (3 minutes maximum).
- From 11:12-11:15am, Chris Read (Sustainability Manager - City of SLO) will answer the question.
- At 11:15am, Moderator 2 will ask the second scripted question about Cal Poly sustainability to panelist Dr. Erin Pearse (Panelist 2), and will monitor how long Erin speaks (3 minutes maximum).

- From 11:15-11:18am, Dr. Erin Pearse (Director at Institute for Climate Leadership and Resilience - Cal Poly) will answer the question
- From 11:18-11:21am, Moderator 2 will announce the second raffle that participants who post a question on the chat board will be entered in the raffle for a chance to win a prize.
- From 11:21-11:23am, Moderator 3 will monitor the chat for questions from community to panel and will ask the questions from participants in chat to the entire panel.
- At 11:23am, Moderator 3 will ask the third scripted question about WRRF upgrades to panelist Chris Lehman (Panelist 3), and will monitor how long Chris speaks (3 minutes maximum).
- From 11:23-11:26am, Chris Lehman (Water Resource Recovery Facility Supervisor - City of SLO) will answer the question.
- At 11:26am, Moderator 4 will ask the fourth scripted question about SURE/WESTT goals to panelist Shelley Blackwell (Panelist 4), and will monitor how long Shelley speaks (3 minutes maximum).
- From 11:26-11:29am, Shelley Blackwell (Senior Scientist - Cal Poly SURE), will answer the question
- From 11:29-11:32am, Moderator 4 will announce the third raffle and task participants to comment on the most recent post on the organization's Instagram.
- From 11:32-11:42am, Moderator 3 will monitor the chat and ask questions from the participants to the panelists as community members/participants type their questions in the chat.
- At 11:42am, the agency supervisor will ask the fifth scripted question about SLO water goals to panelist Nick Teague (Panelist 5).
- From 11:42-11:45am, Nick Teague (Water Resources Program Manager - City of SLO) will answer the question.
- From 11:45-11:48am, Moderator 3 will announce the final raffle and task participants to fill out the final survey google document that the moderator puts in the chat.
- From 11:48-11:55am, all moderators will ask questions from the chat to the panel members, as there are closing questions from the community to panelists.
- From 11:55am-noon, the agency supervisor will give a virtual tour of the facility and closing remarks.

#### C. Leadership Guidelines:

The target population is people ages 16+, who have a variety of interests including drought, sustainability, algae research, water cost, etc. To supervise the virtual Q&A event, it is important that the programmers monitor the Zoom chat (which will have questions from the audience/attendees), and make sure everyone's questions are answered in the time allotted.

## 7. Facilities Needed: Gabriel

The event will be held virtually over zoom. Programmers will send out the zoom link on all flyers and emails that are sent out. In order for all of San Luis Obispo's taxpayers to have the opportunity to attend, the meeting will be as accessible as possible.

## **8. Equipment and Supplies Needed: Gabriel**

With the event being conducted fully on zoom the only pieces of equipment programmers would need is a device capable of using zoom as well as stable internet connection. The supplies needed in regards to moderating the event are many of the hosting features Zoom provides. Tools such as a screen sharing option, muting, and being able to message privately between members as well as publicly amongst the entire group.

As for the promotion and sponsorship portion of the event, the equipment needed is similar, being devices capable of using email as well as a stable internet connection.

## **9. Sponsorship: Gabriel**

The agency wanted to have a raffle that got people excited about the event, but in order for that to happen businesses needed to donate items that programmers could give out as prizes. The first thing that the programmers should do is draft an email that will be sent out to potential sponsors. After this, the programmers should send the first draft over to the agency to get approval, receive feedback, and fix the draft into a final copy that will be sent out to local businesses. The agency will want this to be sent to businesses in the area that might have an interest in our event. If none of the businesses that are contacted respond to emails, then programmers should send out multiple emails. If there are still no responses, programmers should start calling businesses. Some businesses may not be interested and some businesses may never return calls. The programmers will find out that calling businesses was a lot better than emailing them because over the phone they will at least put you in touch with the person that deals with sponsorships and promotions. Nick also can use some of his community contacts to help us secure sponsorships. Some potential sponsors that could donate raffle prizes are:

- Laguna Lake Golf Course
  - 805-781-7309
- Colony Mash Brewing Co.
  - [colonymashbrewing@gmail.com](mailto:colonymashbrewing@gmail.com)
  - (805) 460-7225
- Barracuda Baking
  -
- Colony Culture
  - [colonyculture@gmail.com](mailto:colonyculture@gmail.com)
  - (805) 460-6252

Example of the email that was sent out to Sponsors:

Dear (potential sponsor),

My name is Gabriel Anderson. I am working with a group of Cal Poly students who are worried about the future of San Luis Obispo area's water. We are going into another extreme drought, so Emma, Benny, Catherine, and I are planning a Question-and-Answer Panel to inform the public about the research and initiatives that Cal Poly is working on in partnership with the SLO Water Resource Recovery Facility.

We are working with SLO Water Resource Recovery Facility (WRRF), and Cal Poly's Sustainable Utilities Research and Education (CP-SURE) Program to create a **virtual Q&A event taking place on May 26th from 11am-noon**. We believe that our event might interest you because of our shared goals of drought prevention, harmful algal blooms, and low-cost water treatment. The goals of this virtual event are **to provide the community with an understanding of the fundamentals and research needed for proper wastewater treatment, WRRF operations, and CP-SURE Algae Research**.

We are currently looking for sponsorships to help us come up with items to put into our raffle, and were wondering if you wanted to work with us. With your partnership we will include your logo on any promotional materials that will be sent to our target audience, uploaded on our website, and showcased during the actual event.

Please let us know if you are interested you can email me at [gander09@calpoly.edu](mailto:gander09@calpoly.edu) or call my phone at 949-793-0643. We look forward to hearing from you!

Sincerely,

Programmer

Example of follow up email that was sent out to sponsors.

Hello (potential sponsor),

I was checking in to see if you got my last email regarding your participation in our virtual Q&A panel to help the public better understand the important work that is going on at San Luis Obispo's Water Resource Recovery Facility. We would love to work with you, and have your organization be a part of our event. I am attaching a flyer to this email that gives you all of the event details, but please contact me at [gander09@calpoly.edu](mailto:gander09@calpoly.edu) or (949)793-0643 if you have any more questions about how you can be involved. We look forward to hearing from you!

Sincerely,

Programmer

## 10. Registration Process: Catherine

### A. Pre-Event Registration Process:

Participants must register through zoom to get the zoom link. The process is very simple and will allow programmers to know roughly how many participants to expect. It will also help when acquiring participant emails in order to contact raffle winners. There will be no registration or participation fee. Participant's will click on the registration link or scan the QR code and it will take them to a registration page with the date and time of the zoom. It asks for the participants first name, last name, and email address which is where they will be sent the zoom link. Participants can register at any time up until when the zoom ends. In the example below, programmers used a shortened zoom link.

Registration link:

<http://bit.ly/CalPolySURE>

Welcome! You are invited to join a meeting: Cal Poly's Sustainable Utilities Research and Education (SURE) Program - Virtual Q & A Panel. After registering, you will receive a confirmation email about joining the meeting.

Welcome! You are invited to join a meeting: Cal Poly's Sustainable Utilities Research and Education (SURE) Program - Virtual Q & A Panel. After registering, you will receive a confirmation email about joining the meeting.

bit.ly

To create a list of participants that are registered for the event, use the zoom reports section and it will generate a list of all participant names and emails. A list of participants that actually attended can also be generated after the meeting. Participants who engage in raffle opportunities will have their names written down, randomly selected and then following the event, the winner will receive an email (which can be found in the registration report) with their possible prize options and how to collect them.

Q&A Panel Zoom Registration Report

View

Zoom

100%

+

Sheet 1

+

Table

Chart

Text

Shape

Media

Comment

</

## B. Day of event registration or check in process:

On the day of the event, participants will click the zoom link that was sent to their email when they registered. This will bring them to the zoom waiting room, where any co- host can let them in. They will all be forced to stay muted and have the choice to have their cameras on or off.

## 11. Risk management: Benny

### A. Pre-event safety precautions:

1. Programmers will set up a meeting with an IT specialist in our department to set up zoom rules.
2. Supervisor and programmers will lay out moderator guidelines for the event, such as who monitors the chat board and who gets which question.
3. Supervisor and programmers will have a practice run through of the Q&A and how it would look.
4. The zoom host will make moderators, panelists, and the supervisor up co-hosts ahead of time so they all have control over the zoom.

### B. Day of Event Emergency Procedures:

1. Programmers will meet up in the original weekly zoom to check in and get prepared.
2. Programmers will each ensure they have hosting control before the meeting.
3. One programmer will monitor the chat for any questions or comments throughout the panel.

## 12. Promotional plan: Emma

| When                                     | What                 | Where                                                                          |
|------------------------------------------|----------------------|--------------------------------------------------------------------------------|
| 4/20 logistics, 5/10 (and before) action | Contacting promoters | Emailing promoters, then putting us on their listserv/newsletter               |
| 4/28                                     | Save-the-date flyer  | On the Cal Poly EIM Instagram story, sent out in emails to potential promoters |
| 5/10                                     | Second flyer         | Sent out to potential promoters (Cal Poly departments)                         |
| 5/20-5/22                                | PSA                  | Cal Poly portal                                                                |

Sample of One Flyer and One PSA:



The theme of our event was incorporated into this flyer by using photos of the algae research, drought, and San Luis Obispo water areas, as well as a blue background and font.

**CAL POLY** My Portal   0 Welcome Catherine Michelle Brooke | [Sign Out](#)

Home Academics Money Matters Personal Info Library ASI COVID-19 Info

**My Apps**

- Cal Poly Canvas
- Student Center
- Email & Calendar
- Cal Poly OneDrive
- MustangOBS
- Health and Counseling Portal
- COVID-19 Self-Screener
- Electronic Workflow
- Course Materials
- Technical Service Request
- PolyCard Services
- Cal Poly Scholarships
- Student Accommodations
- University Housing
- Skillsoft for Students
- Facilities Management

**My Classes**

Spring Quarter 2021

| Class List                                              | Calendar                                                      |
|---------------------------------------------------------|---------------------------------------------------------------|
| AERO 310-01<br>Air and Space                            | MW 08:10 AM to 10:00 AM <input type="button" value="Canvas"/> |
| RPTA 101-01<br>Introduction to the Experience Industry  | MW 12:10 PM to 02:00 PM <input type="button" value="Canvas"/> |
| RPTA 210-01<br>Experience Design                        | TR 09:40 AM to 11:00 AM <input type="button" value="Canvas"/> |
| RPTA 210-02<br>Experience Design                        | W 10:10 AM to 12:00 PM <input type="button" value="Canvas"/>  |
| RPTA 221-01<br>Professionalism and Customer Experiences | T 02:10 PM to 04:00 PM <input type="button" value="Canvas"/>  |
| 7 Dropped                                               |                                                               |

**Directory Information**

Search this directory for Cal Poly student, faculty, and staff, department, club, and unit information. Any use of this directory must comply with applicable University policies.

**SLOlidy Your Water Future-Virtual Q & A Panel**

**Are you interested in water sustainability, energy usage, or drought? Get involved!**  
Cal Poly's Sustainable Utilities Research and Education (SURE) Program will be hosting a virtual Q&A panel Wednesday, May 26th at 11 a.m. - noon. Panelists will be discussing their research in energy efficient wastewater recycling, upgrades to the Water Resource Recovery Facility, and collaborative water sustainability initiatives between Cal Poly and SLO.

We want to hear from you! Join the conversation for a chance to win raffle prizes from local sponsors!

PSA - Announcement on Cal Poly Portal:

**SLOliday Your Water Future – Virtual Q&A Panel****ORGANIZATION:**

SLO Water Resource Recovery Facility and Cal Poly SURE  
Tryg Lundquist (SURE)  
tlundqui@calpoly.edu

**CONTACT:**

Emma Wells  
EIM Student Moderator  
ewells02@calpoly.edu

Start Time: May 20th

Stop Time: May 22nd

Reading Time: 30 seconds

INTERESTED IN WATER SUSTAINABILITY, ENERGY USAGE, OR DROUGHT?

GET INVOLVED!

CAL POLY'S SUSTAINABLE UTILITIES RESEARCH AND EDUCATION PROGRAM  
WILL BE HOSTING A VIRTUAL Q&A PANEL ON WEDNESDAY, MAY 26TH FROM  
11AM-NOON.

PANELISTS WILL BE DISCUSSING THEIR RESEARCH IN ENERGY EFFICIENT  
WASTEWATER RECYCLING, UPGRADES TO THE WATER RESOURCE RECOVERY  
FACILITY, AND COLLABORATIVE WATER SUSTAINABILITY INITIATIVES BETWEEN  
CAL POLY AND SLO.

WE WANT TO HEAR FROM YOU!

JOIN THE CONVERSATION FOR A CHANCE TO WIN RAFFLE PRIZES FROM LOCAL  
SPONSORS!

VISIT [CEENVE.CALPOLY.EDU](http://ceenve.calpoly.edu) TO REGISTER

(82 words)

### 13. Financial plan: Catherine

This program does not require any funding or expenses. All raffle prizes were free contributions from sponsors.

|                     |                                         |     |
|---------------------|-----------------------------------------|-----|
| INCOME:             |                                         | \$0 |
|                     | TOTAL INCOME:                           | \$0 |
| PERSONNEL EXPENSES: |                                         | \$0 |
|                     | TOTAL PERSONNEL COSTS:                  | \$0 |
| OPERATING EXPENSES: |                                         | \$0 |
|                     | TOTAL SUPPLIES & SERVICES:              | \$0 |
|                     | TOTAL INCOME:                           | \$0 |
|                     | TOTAL PERSONNEL AND OPERATING EXPENSES: | \$0 |
|                     | NET BALANCE:                            | \$0 |

### 14. Other issues as appropriate for the program: Catherine

Throughout this program, the term programmer and moderator refer to the same group of people. Programmers will moderate the event, unless asked otherwise by the supervisor.

When putting together an event on zoom, the programmer should prepare at least one practice day in order to test out different settings. Asking a Cal Poly IT to join this practice zoom is helpful. There, the programmer can troubleshoot and learn how to use specific settings, like mute all participants upon entry, making panelists co-hosts, and unchecking the button labeled 'allow participants to unmute themselves'. The IT person can also help answer any questions about recording the meeting and getting a report of the registered participants which will be extremely useful when looking for the raffle winners' emails.

## Promotional Materials



**SLO WATER RESOURCE  
RECOVERY FACILITY  
&  
CAL POLY'S SUSTAINABLE UTILITIES  
RESEARCH AND EDUCATION PROGRAM**





Join the conversation and  
SLOliday our water future by attending this:

INTERACTIVE  
VIRTUAL  
Q&A PANEL

Interested in water sustainability,  
energy usage, or drought?

SAVE THE DATE!

MAY 26TH, 11AM-NOON

Attend this event to learn about the water  
recycling research being done in your city  
and the need for proper wastewater treatment!





Water recycling = Protection from drought



Learn more at <https://ceenve.calpoly.edu/sure-program>

## Help SLOlidify your water FUTURE

Sustainable Utilities Research and Education (SURE)Water Resource Recovery Facility (WRRF)

# INTERACTIVE VIRTUAL Q&A PANEL



**May 26th**

**Topics to be discussed:**

- Cal Poly/SLO sustainability initiatives
- Energy efficient waste water recycling to keep our creeks and beaches clean
- Water Resource Recovery Facility Upgrades



**11am-noon**

### Meet our PANELISTS:



**Chris Read**  
Sustainability  
Manager  
City of SLO



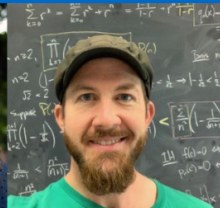
**Nick Teague**  
Water Resources  
Program Manager  
City of SLO



**Chris Lehman**  
Water Resource  
Recovery Facility  
Supervisor  
City of SLO



**Shelley Blackwell**  
Senior Scientist  
Cal Poly - SURE



**Dr. Erin Pearse**  
Director at Institute for  
Climate Leadership and  
Resilience  
Cal Poly

## REGISTER HERE:



**Introduction by:**



**Hailey Guckes**  
Cal Poly-SURE  
Graduate Researcher



**Nick Macias**  
Biologist/  
Cal Poly-SURE  
Field Site Manager

**Cal Poly Student Moderators:**

Catherine Brooke  
Gabe Anderson  
Benny Martinez  
Emma Wells  
(All Experience Industry  
Management majors)

We want to hear from you!  
Join the conversation to win  
raffle prizes from our sponsors!




AND MANY MORE!



To learn more follow us  
on Instagram @calpolysure\_westt  
or visit the website here:



## SLOlidify Your Water Future-Virtual Q & A Panel



### **Are you interested in water sustainability, energy usage, or drought? Get involved!**

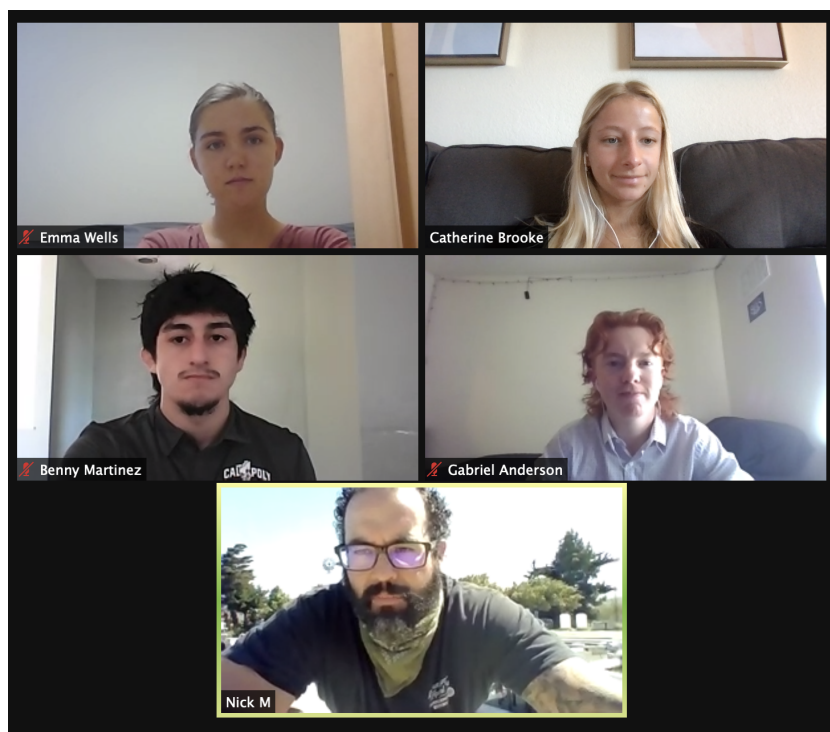
Cal Poly's Sustainable Utilities Research and Education (SURE!) Program will be hosting a virtual Q&A panel Wednesday, May 26th at 11 a.m. - noon. Panelists will be discussing their research in energy efficient wastewater recycling, upgrades to the Water Resource Recovery Facility, and collaborative water sustainability initiatives between Cal Poly and SLO.

We want to hear from you! Join the conversation for a chance to win raffle prizes from local sponsors!

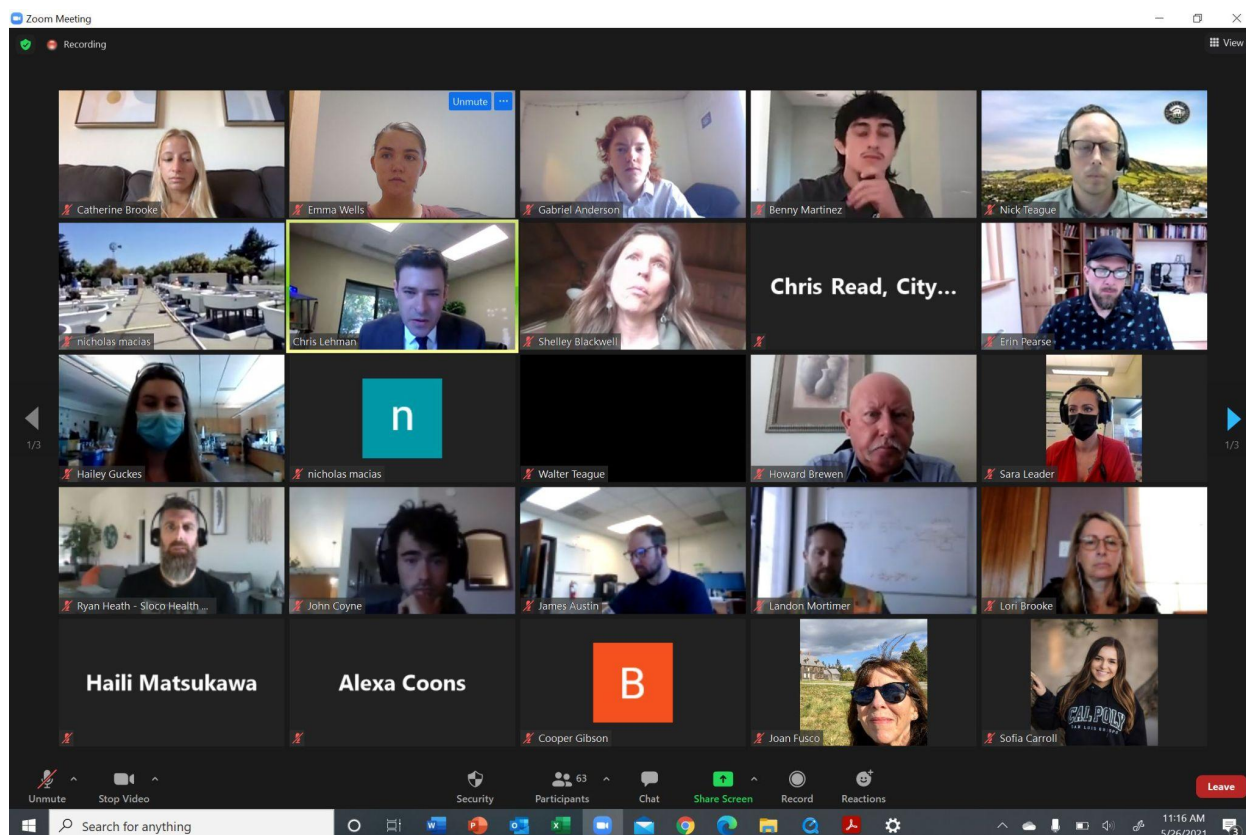
[Register Here!](#)

## Photos

1 Hour Before Event:



During the Event:



## Event Evaluation

### 1. Program Activities - Catherine

#### Strengths

1. The Q & A panel ran smoothly because of the practices before, the prewritten questions for panelists, and the minute-by-minute schedule.
2. The time allotted for questions from the participants was effective and participants had relevant and insightful questions.
3. The raffle helped to engage participants in the event and got them connected to the agency's social media account.

#### Weaknesses

1. The introduction was shorter than expected which threw off the timing for the rest of the schedule.
2. The wifi at the field site was shaky and it was windy which made it slightly hard to hear Nick and difficult to show the field site.
3. Because of the method used for the raffle, winners could not be announced during or at the end of the event.

#### Recommendations

1. Programmers should look into the webinar format for any future virtual events because it may be a more professional format and give programmers easier control over participant settings.
2. One person should be in charge of raffles and should randomly select the winner from each one during the event. These people can be announced at the very end.
3. There should be a prerecorded video of the field site shown at the beginning of the event.

### 2. Scheduling of Event - Catherine

#### Strengths

1. The event is scheduled at a time when some target participants are available, such as teachers, faculty, and students.
2. Supervisor and programmers scheduled the event in a minute-by-minute format to keep close track of time.
3. Schedule for the event has open time at the end which gives participants time to ask questions.

#### Weaknesses

1. Schedule was not very accurate to the actual amount of time spent on each section because some areas, like introductions, took much shorter than expected.
2. Event was scheduled during a time many target participants are unavailable, likely due to work.
3. Not enough time was spent showing off the field site.

#### Recommendations

1. During practice run-through, all should be in attendance, or if panelists cannot attend, the group should let the 3 minutes for their answers pass to have a real example of how long the entire program will take.
2. The event could be scheduled in the afternoon or after 5 pm when people are no longer working.
3. There should be a time slot allotted just to the field site where participants get a tour. This could last 3-5 minutes.

### 3. Staffing - Catherine

#### Strengths

1. Panelists were diverse and each had a unique perspective on the discussed topics.
2. The student researcher offered interesting insight into the work being done at the WRRF labs.
3. Moderators had rehearsed their questions for the panel and seemed professional.

#### Weaknesses

1. Moderators were also programmers which created a lot of overlapping tasks that needed to occur during the event.
2. Some panelists spoke beyond their 3 minute time slot and moderators did not politely cut them off.
3. Moderators were scheduled somewhat out of order which impacts the flow of the program.

#### Recommendations

1. There should be assigned jobs for programmers, maybe two are programmers that run the raffles, manage zoom settings, record the event, etc. The other two are the moderators who time panelists, ask questions, and introduce the raffles.
2. Panelists could be asked to mute by host, signaled, or privately chat when they are running out of time.
3. The event should have moderators in order and once each has done their part, cycling through again from the beginning to keep the structure flowing.

### 4. Facilities - Gabe

#### Strengths

1. The event was held on Zoom which made it easy for participants to attend the event and made it accessible to anyone who had a computer.
2. Participants could put questions in the chat which made it easy for the moderators to facilitate the discussion.
3. The event was able to have a lot of participants without having to put any members of the public at risk of getting sick.

#### Weaknesses

1. Sometimes a person would cut out because of troubles with WIFI.

2. Because the event was on Zoom, a lot of people had their cameras off and did not participate.
3. Programmers had to talk to the Cal Poly CAFES IT team to make sure everything would run smoothly.

#### Recommendations

1. Programmers should make sure that everyone has a stable WIFI connection.
2. Programmers should know how to use Zoom to its full potential.
3. Programmers should make the event more accessible by ensuring that everyone can hear what needs to be said before anyone speaks.

### 5. Equipment and Supplies - Gabe

#### Strengths

1. Most of the speakers had the equipment necessary to make this event successful.
2. The equipment used in the labs was shown to the public during the meeting.
3. The equipment that is used outside at the Water Resource Recovery was shown to the community.

#### Weaknesses

1. Some speakers had trouble with WIFI connection and were cut off or glitching at some times.
2. Inside of the labs there were not a lot of people working, so the lab did not get to showcase how many students were getting lab experience.
3. Some of the video tour of the Water Resource Recovery Facility was cut off due to unstable WIFI connection.

#### Recommendations

1. Set up stable WIFI throughout the labs and Water Resource Recovery Facility
2. Make sure that everyone participating in the lab has a stable WIFI connection.
3. Programmers should plan the event at a time where there will be a lot of students in the lab to showcase the work that is being done in partnership with Cal Poly.

### 6. Registration Process - Benny

#### Strengths

1. The event had a large group of people registered.
2. There was a large turnout of the target audience (16+ adults and taxpayers).
3. There was a simple interface with no issues from other participants besides hosts.

#### Weaknesses

1. Some confusion happened initially with hosts registering for the zoom (hosts aren't allowed to register).
2. Some people who registered did not end up showing up to the event.
3. Panelists forgot to register ahead of time and registered last minute before the event.

#### Recommendations

1. The programmers should have the meeting passcode sent in a post registration email so when one participant registers they get the link with a passcode to prevent “Zoom bombers”.
2. Programmers should send out the registration link earlier to give more time to register.
3. The group should ensure all vital members to the event, such as those directly involved in the panel, are registered a week in advance.

## 7. Safety and Risk management - Benny

### Strengths

1. Programmer contacted the IT department within the college to hold a practice zoom meeting as hosts and moderators.
2. Group did dry runs and practiced lines and questions for the event.
3. Supervisor assigned a group member to each raffle and question to make sure it's not just one or two people talking the entire time.

### Weaknesses

1. Audio and microphone problems were very easy to come across with zoom.
2. Some connection problems with the agency supervisor when he would have his phone and laptop on Zoom on the work site.
3. There were some last minute changes regarding questions for panelists.

### Recommendations

1. The programmer should run multiple practice runs of how to run a Q&A panel such as how to cut someone off respectfully or move things along.
2. The programmer could implement a meeting with panelists beforehand to put names to faces and review questions being asked.
3. Zoom moderators should review functions and controls prior to the actual event to get familiar.

## 8. Promotional Plan - Benny

### Strengths

1. Programmers got in contact with an array of businesses and academic officials.
2. Programmers put a promotion on the Cal Poly portal through Dr. Marni Goldenberg.
3. Programmers got in contact with the KSBY Director of sales Robert Torres.

### Weaknesses

1. There were not many reply backs from businesses.
2. KSBY news executives never replied back to promotion opportunities.
3. There was one mistake on the initial flyer where it said 11pm rather than 11am.

### Recommendations

1. Programmers should keep following up with emails and phone calls to businesses to promote the event.

2. Programmers should be split into groups to each promote to a group of potential promoters or groups interested so one person is not solely in charge of all promotions.
3. Programmers should think of how these groups are directly connected or why they should be interested rather than assuming they will care.

#### 9. Financial Issues - Emma

1. There was not a budget or financial plan for this event.

#### 10. Sponsoring Agency - Emma

##### Strengths

1. Programmers and the agency successfully got 4 sponsors for the event: Laguna Lake Golf Course, Colony Culture, Colony Mash Brewing, Barracuda Baking.
2. There was a wide variety of sponsors and prizes for the winners to choose from.
3. People participated in the raffles throughout the event to win sponsor prizes.

##### Weaknesses

1. Programmers did not get responses from all the sponsors that were contacted.
2. Sponsors did not attend the event.
3. Some prizes were only for specific people, such as the brewing company prize being only for those who are 21+.

##### Recommendations

1. Programmers should follow up with potential sponsors with a phone call.
2. Programmers should get sponsors more related to the event, such as companies with algae based products.
3. Programmers or the agency supervisor should announce sponsors and what people can win as prizes at the start of the event.

#### 11. Other issues as appropriate - Emma

##### Strengths

1. The programmers and agency supervisor had a practice session the week before the event to practice saying scripted questions.
2. Cal Poly IT joined the practice Zoom to inform moderators about using Zoom settings.
3. Agency supervisor practiced how far away he should stand from his computer/where to stand to get the best view of the facility prior to the start of the event so speakers and moderators knew where participants could hear him from.

##### Weaknesses

1. Programmers could not register for the event because programmers were made hosts, so the Zoom code had to be sent to each programmer.
2. Panelists were unaware that they had to register to get the Zoom code for the event.
3. There was some glitching the morning of the event for the agency supervisor's Zoom, so he had to move locations.

### Recommendations

1. Programmers should make sure that all panel members, moderators, and speakers have the Zoom code for the event at least 24 hours prior to the event.
2. Programmers should check that all computers and Zooms are working, no one is glitching or freezing, and participants can hear every speaker.
3. Programmers should be prepared and know what to do if the event is ahead of or behind schedule.

## Outline of Group Presentation

### SLO WRRF Virtual Q&A Panel

Wednesday, May 26th 2021, 11:00am-12:00pm  
Catherine Brooke, Gabriel Anderson, Benjamin Martinez, Emma Wells

### San Luis Obispo Water Resources Recovery Facility

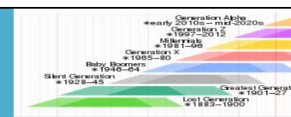
The City of San Luis Obispo's Water Resource Recovery Facility (WRRF) is responsible for treating all of the wastewater within the City, Cal Poly and the County airport. The facility treats 4.5 million gallons of wastewater daily, twenty four hours a day, 365 days a year.

#### Program Area and Format

- Program area: educational
- Program format: special event



#### Target Population



- The target pop. for this event were people ages 16+ (adults) who are concerned for the environment, as well as concerned taxpayers and businesses that rely on wastewater treatment such as farmers and restaurant owners.
- Special considerations:
  - With this group, consisting of Generation Y and older, our event had to be tailored to the little time many young adults have while still maintaining attention with a brief panel and ensuring each speaker does not ramble on to lose the audience's interest.
- Benefits:
  - The goal for this event was to educate and inform our target pop. of the upcoming upgrades coming to SLO WRRF and how their research benefits the community.

#### Program Design Goals



- Increase the target population's understanding of the algae wastewater treatment research being done by Cal Poly SURE to support water and energy sustainability goals
- Educate the community about how Cal Poly and SLO can help each other to meet climate and water goals of the area, and how those collaborative efforts will help provide the community with a safe and reliable water supply
- Educate the target audience on the actions SLO is taking to reduce the area's carbon footprint and increase water sustainability
- Inform taxpayers on how the upgrades happening to the SLO Water Resource Recovery Facility will benefit the community
- Gain event participation through sponsor prize incentives
- Host a virtual Q&A panel on May 26th, from 11-noon on Zoom, with scripted questions and answers from knowledgeable panelists, as well as community questions, to accomplish these goals

#### Summary of Events

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Min</p> <p>4 - Onsite SURE Program Introduction - Nick - Instructions for how to ask questions and how to win prizes.</p> <p>10 - Student Experience - Haley</p> <p>12 - First Raffle (Catherine) - Tag CalPolySURE-WESTT on Instagram</p> <p>15 - EM Q1 (Catherine) to Chris Reed - "What is the city of San Luis Obispo doing to reduce the area's carbon footprint and increase water sustainability?"</p> <p>16 - EM Q2 (Emma) to Dr. Erin Peaslee - "How can Cal Poly and the City help each other to meet climate and water goals of the area?"</p> <p>21 - Second Raffle (Emma) - First person to post a question on chat board</p> <p>23 - Q1 from community to panel - Monitored by Benjamin</p> <p>26 - EM Q3 (Benjamin) to Chris Lehman - "How will the upgrades to WRRF benefit the community and aid in the city meeting its sustainability goals?"</p> | <p>29 - EM Q4 (Gabriel) to Shelley Blackwell - "What kind of research projects is Cal Poly doing at the WRRF and how do they support water and energy sustainability goals?"</p> <p>32 - Third Raffle - (Gabriel) Comment on a specific Instagram @calpolyure_westt post for that day or flyer</p> <p>42 - EM - Q's from community to panel (Benjamin)</p> <p>45 - Nick scripted Q5 to Nick Teague - "How do you think the collaborative efforts being performed by the city and the university will aid in providing the community with a safe and reliable water supply for years to come?"</p> <p>48 - EM Closing Q's from community to panel (Emma, Catherine, and Gabriel) - If no questions - "How can the community get more involved with the initiatives being presented here?"</p> <p>55 - Final Raffle - (Benjamin) Final Survey Google Doc - put link in chat</p> <p>58 - Nick last remarks and thank you to panelists and students</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

#### Primary Planning Considerations

- Promotion: creating a flyer, spreading information about the event so that people know about it and register
- Panelists: choosing who would be best for the panel and asking them to participate
- Zoom: work with IT and practice beforehand to make sure virtual event runs smoothly

#### Overall Assessment

**Strengths:** We had a good turnout and about 65 people showed up to our event. All of our panelists had plenty of time to answer questions. We had a lot of people asking questions and participating during our event. Out of the people that answered our survey they gave us an average of 4.83/5 stars for the event.

**Weaknesses:** About 50 people registered for the event, but did not show up on Wednesday. Zoom/WIFI difficulties. Communication with Promotions and Sponsorships.

**Improvements for next time:** Participants gave us feedback on our survey, and said that it would be nice if we included a slideshow presentation. One participant also said that it would be smart if we had promoted our event on community websites like Nextdoor.