



SAN MATEO COUNTYWIDE
Water Pollution Prevention Program
Clean Water. Healthy Community.

PIP SUBCOMMITTEE MEETING
January 14, 2014 -10:00 AM to 12:00
City of Belmont
Agenda

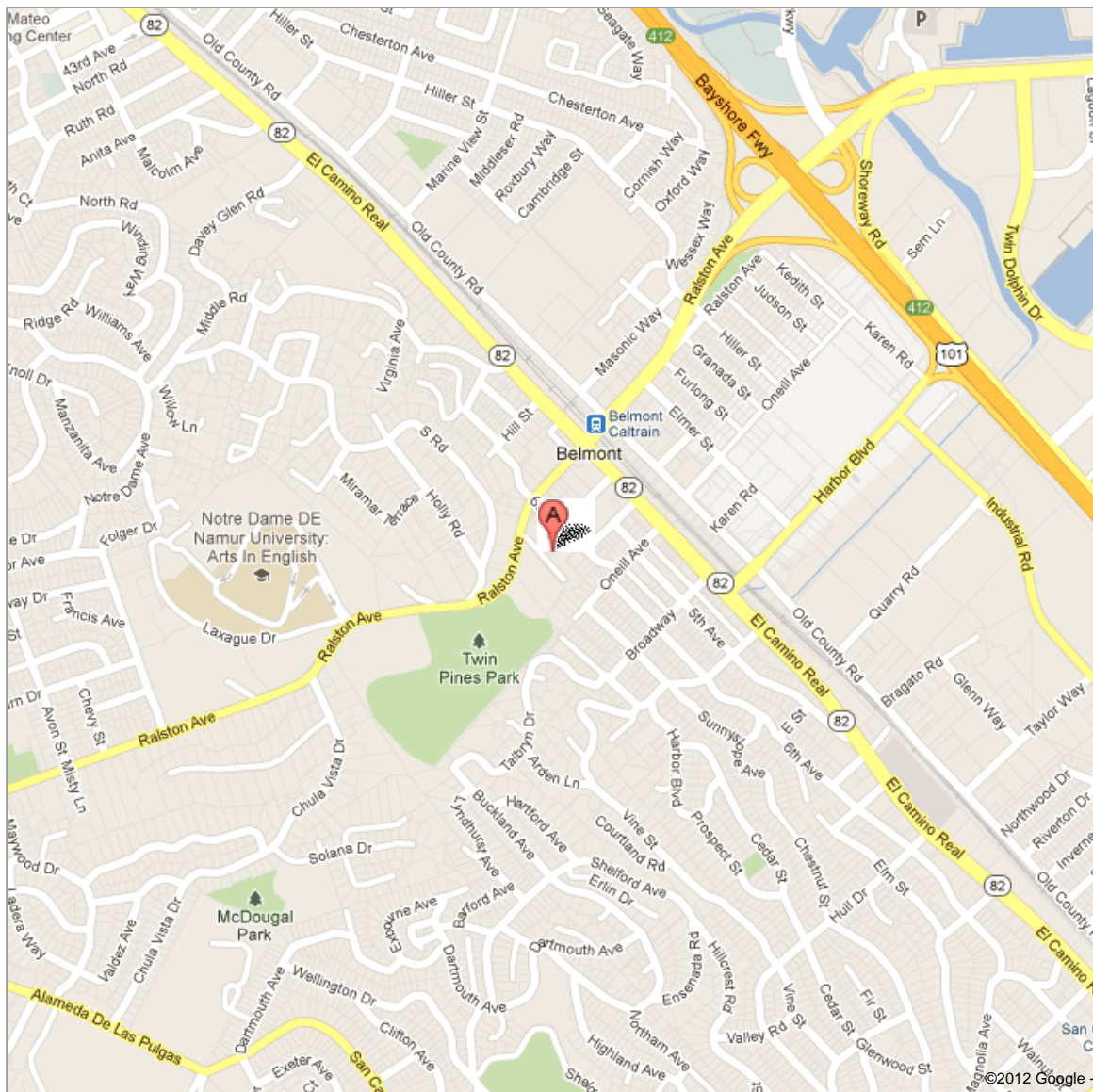
| | Item | Time | Presenter |
|----------|---|-------------|---|
| 1 | Introductions, Review Meeting Minutes, Announcements Outcome: Approve minutes from previous PIP meeting. | 10:00 | D. Lynn, City of Belmont; Environmental Health |
| 2 | Website and Social Media Update Outcome: Update the committee on latest web site developments and social media statistics. <i>Workplan: C.7.d Stormwater Point of Contact (pg. 3)</i> | 10:10 | Environmental Health |
| 3 | Trash Reduction Outreach Outcome: Review the November 15 trash summit, and provide an update on single-use bag ban outreach. <i>Workplan: C.7.g. Citizen Involvement Events, (pg.5)</i> | 10:20 | Environmental Health |
| 4 | Watershed Groups Team Effort Outcome: Update the committee on the Team Effort Campaign. <i>Workplan: Watershed Stewardship Collaboration (pg.4)</i> | 10:35 | Environmental Health |
| 5 | Regional Campaigns Report Outcome: Update members on Litter and Pesticide campaigns and Regional Media Relations. <i>Workplan: C.7.b. Advertising Campaigns (pg. 2)</i> | 10:45 | Environmental Health |
| 6 | PIP Program Elements Survey Outcome: Survey PIP members on the structure of the outreach program and its materials. <i>Workplan: Provide Support to PIP (pg.1)</i> | 10:55 | All |
| 7 | School Outreach Report and Presentation Outcome: Update the committee on recent school outreach efforts, and present the new Middle School Outreach Presentation. <i>Workplan: C.7.h School-aged Children Outreach, (pg.5)</i> | 11:10 | Environmental Health |

Next Meeting: Tuesday, March 11, 2014 - 10:00 a.m. to 12 Noon, Belmont (EOC, 2nd fl)



Address **1 Twin Pines Ln**
Belmont, CA 94002

PIP Meeting 10:00-12:00
Belmont City Hall
EOC Training Room, 2nd Floor



| Public Information and Participation Subcommittee | | | | FY 2013-2014 | | | | | |
|---|--------------------|--------------------|---------------|--------------|--------|--------|--------|--------|--------|
| AGENCY | NAME | ALTERNATE | PHONE | Jul-13 | Sep-13 | Nov-13 | Jan-14 | Mar-14 | May-14 |
| Prog. Coordinator | Matthew Fabry | | 415-599-1419 | 1 | | | | | |
| Atherton | Andrea Mardesich | | 752-0544 | 1 | 1 | 1 | | | |
| Belmont | Diane Lynn | | 595-7425 | 1 | 1 | 1 | | | |
| Brisbane | Shelley Romriell | Diane Cannon | 415-508-2128 | 1 | | | | | |
| Burlingame | Stephen Daldrup | Eva Justimbaste | 342-3727 | 1 | 1 | 1 | | | |
| Colma | Muneer Ahmed | Jason Chen | 757-8888 | 1 | 1 | 1 | | | |
| Daly City | Ward Donnelly | | 991-8200 | 1 | 1 | | | | |
| East Palo Alto | Michelle Daher | | 853-3197 | 1 | | | | | |
| Foster City | Mike McElligot | Norm Dorias | 286-3546 | 1 | 1 | 1 | | | |
| Half Moon Bay | Mark Lander | | 522-2562 | 1 | | | | | |
| Hillsborough | Rachelle Ungaretti | | 375-7444 | 1 | 1 | 1 | | | |
| Menlo Park | Rebecca Fotu | Vanessa Marcadejas | 330-6765 | 1 | 1 | | | | |
| Millbrae | Shelly Reider | | 259-2444 | 1 | 1 | 1 | | | |
| Pacifica | Ray Donguines | | 738-3768 | 1 | 1 | | | | |
| Portola Valley | Brandi de Garreaux | Howard Young | 851-1700 x 14 | 1 | | | | | |
| Redwood City | Terence Kyaw | Adrian Lee | 780-7466 | | 1 | 1 | | | |
| San Bruno | William Li | Joseph Cervantes | 616-7068 | 1 | 1 | 1 | | | |
| San Carlos | Jill Lewis | Gavin Moynahan | 802-4361 | 1 | 1 | {1} | | | |
| San Mateo City | Debra Bickel | Sandy Mathews | 522-7343 | 1 | 1 | 1 | | | |
| San Mateo County | Carole Foster | | 599-1448 | 1 | 1 | 1 | | | |
| S. San Francisco | Daniel Fulford | Andrew Wemmer | 829-3840 | 1 | 1 | 1 | | | |
| Woodside | Dong Nguyen | | 851-6790 | | | | | | |

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| TOTAL CO-PERMITTEES IN ATTENDANCE | 20 | 16 | 12 | 0 | 0 | 0 |
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PIP Consultants:

| | | | | | | | | | |
|-----------------|--------------------|--|----------|---|---|---|--|--|--|
| Environ. Health | Waymond Wong | | 372-6248 | | | | | | |
| Environ. Health | Timothy Swillinger | | 372-6245 | 1 | 1 | 1 | | | |
| Environ. Health | Mary Bell Austin | | 372-6259 | | | | | | |
| Environ. Health | Ana Clayton | | 372-6214 | | 1 | | | | |
| Environ. Health | Julia Au | | 372-6250 | | 1 | 1 | | | |
| Environ. Health | Kathryn Cooke | | 372-6227 | 1 | 1 | | | | |
| Environ. Health | Suzanne Bontempo | | 372-6252 | | | | | | |
| Environ. Health | Allison Milch | | 372-6252 | | | | | | |

| | | | | | | |
|----------------|--|--|--|--|--|--|
| Resident/Guest | | | | | | |
|----------------|--|--|--|--|--|--|

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|-------------------------|-----------|-----------|-----------|----------|----------|--|
| Total Attendance | 22 | 20 | 14 | 0 | 0 | |
|-------------------------|-----------|-----------|-----------|----------|----------|--|

1 - Attendance

{1} - Dual Coverage



DRAFT

Public Information and Participation Subcommittee Meeting Summary

Environmental Health, San Mateo County

Meeting Date: November 12, 2013

Subcommittee Action: Approval of minutes from September 10, 2013 PIP meeting

Requested Technical Advisory Committee Action or Feedback/Guidance (if any): none

Announcements

- Mary Austin of Environmental Health has left for a new position in the Pacific Northwest.
- The Environmental Health stormwater outreach workplan extension has been approved, and will now expire on December 31, 2014 in order to accommodate the issuance of the new MRP.
- Recent returns on Car Wash Coupons raise the total to 263, with South City, Millbrae Express, and San Mateo Car Washes as the most popular. A reprint of discount cards was delivered to all cities a few weeks ago. The month with the most returns was September.
- Based on the current workplan, Environmental Health (EH) can accommodate 6 spring outreach events for cities that have not yet had support. Please request support as soon as possible.
- Social Media statistics for followers of Facebook is at 345, an increase of 34 since the last meeting; for Twitter it is 319, an increase of 4, and for Instagram it is 83, an increase of 24. Please continue to encourage the public and other agencies to follow flowstobay on any or all social media platforms.
- Environmental Health has developed visual content promoting stormwater pollution prevention for use on local Community Access channels. Currently, the cities of Atherton, Menlo Park, East Palo Alto, and San Bruno have agreed to publish content on their channels. The City of Pacifica has posted content on their LED banner. Content includes information on Car Washes, Healthy Nails, Too Toxic to Trash, Cigarette Butts, Oil Filter Recycling, Pharmaceutical Disposal, and a Facebook promotion campaign involving an eco-kit giveaway. Any other cities with Community Access channels who would like to be included should contact Kathryn Cooke at kcooke@smcgov.org.

Watershed Groups Team Effort

- SGA is consulting with C/CAG to improve look and feel of the Team Effort campaign, and to better interpret social media and website analytics. These improvements will lead to a facelift for the Flowstobay home page.
- First complete newsletter went out on September 6th with three topics: Community Partners, Fitzgerald Marine Preserve, and NRDC's report on bacteria in beach waters. The newsletter was followed by a simple blast on green Halloween Tips on October 28th. If anyone did not receive it, please let EH know so you can be added to the distribution list. The next newsletter is targeted to go out on November 19, with Green Streets, Coastal Cleanup Day, and Dog Waste as topics, and will be followed by a Christmas Tips blast in mid-December.
- As part of an effort to increase awareness of local creeks, EH is creating a new mini-campaign called "Creek of the Week." It will feature creeks around the county, pending approval from the City in which they flow, on the Flowstobay Facebook page with prompts for engagement. A Creek of the Week web page is planned as a place to expand the information for a given creek, depending on information provided to us by the city, and act as a repository of creek information as the number of featured creeks grows. The first Creek of Week featured will be San Francisquito Creek in Menlo Park. EH is looking for other interested cities to send us photos and varying degrees of information, from basic to detailed,

for future features. The program could be expanded to include monitoring information that would help tie to reporting for Section C.8 of the MRP. If your city is interested, please contact Kathryn Cooke at kcooke@smcgov.org.

- PIP members are being asked to help push out Team Effort content through their outreach channels to residents, businesses, and other agency reps. The success of this campaign is critical on having a wide-reaching, coordinated network that needs to include community leaders. PIP has been requested to forward any city contacts that can help with this effort to EH, and the committee discussed other ways to push out information.

Coastal Cleanup Day and Other Trash Reduction Outreach

- Coastal Cleanup Day took place on September 21. A significant rainstorm hit the peninsula during the event, affecting the outcome and ending the event early, as most sites shut down between 10 and 11 am. The final numbers are as follows: 3,793 volunteers, 22,282 gallons of trash (21,661 pounds); 3,191 gallons of recyclables (2,800 pounds), 50 miles covered, 181 brought their own buckets, 13 public schools participated in a Friday cleanup, involving 368 school-aged volunteers. Based on returns of 195 data cards, the #1 item collected was cigarette butts. Contact Julia Au at jau@smcgov.org, (650) 372-6250 for more information.
- National River Cleanup Day is the third Saturday in May. EH is working to develop more cleanup locations. Colma Creek and San Francisquito Creek have been sites previously. Any city interested in starting a river cleanup is encouraged to contact Julia Au. The more cities that join the effort, the more likely that funding can be generated to support the effort.
- There will be a Trash Summit on Friday November 15 in San Jose. Topics include bag bans and litter outreach issues, including cigarette butt litter, water bottles and one session about engaging the public in trash reduction. EH will be attending. Contact Chris Sommers at EOA for more information.
- The Single-Use Carryout Bag Ordinance has been implemented in 17 cities in San Mateo County. EH has done 25 reusable bag giveaways since April and will continue with those giveaways until the end of the year (about one a week until mid-December), and again at select outreach events in the Spring.

Regional Campaigns Report

- ***BASMAA Regional Litter Campaign:*** The BASMAA PIP committee has decided to request a revised workplan from SGA before moving forward with a second contest and the development of the Be The Street (BTS) game app. Concerns stem from whether these strategies will reach and engage a wide enough section of the target audience. There are budget concerns moving forward and a timeline will be requested for the remainder of the SGA contract, which is slated to end with the fiscal year. The committee has decided to form a BTS work group to improve communications between the committee and SGA, and to enable decision making processes to move more quickly.
- ***BASMAA Media Relations:*** A Got Ants pitch went out on October 23, and O'Rorke will be doing follow up media calls and report back on which media outlets picked it up. A Green Streets pitch went out around the same time, highlighting a BASMAA report on the effectiveness of Green Street. EH worked with Matt Fabry to release local templates adapted from both regional releases. The Green Streets release was re-written and adapted more for local emphasis, and was picked up so far by Pacifica and San Mateo Patches, and the Pacifica Rip Tide.
- ***BASMAA Regional Pesticide Campaigns:***
 - **OWOW:** Work is continuing on an OWOW app, targeted to launch in the spring. Home Depot wants OWOW to expand the program in a pilot effort that includes enhancements in some stores showing high volume of sales. Overall there has been a 23-25% increase of sales of less toxic products at Home Depots in the last fiscal year. Enhancements include employee training using online training modules, more end cap displays, and promotional campaigns like pest of the month, a promotional calendar, and other things that can be leveraged to other stores once they are developed. This project will require significant fundraising on behalf of BASMAA, and Home Depot's timeline is ASAP. Local agencies will be approached who have stores in their areas to contribute \$5,000 per store.

OWOW presence in OSH involves potential expansion into Lowe's stores now that Lowe's owns OSH. They are conducting grand re-opening events at some stores and have asked OWOW to do tabling at those events. OSH has seen sales of less toxic products increase 30% in the last fiscal year, and their offering of less toxic products continues to increase. In terms of OWOW materials, a Rats and Mice fact sheet is being developed, and work is continuing on translating more pieces into Spanish. On a local level, the San Mateo IPM advocate has completed 3 employee trainings at Home Depot since September, and added Lyngso Landscaping Supply in Redwood City as a partner store.

- Got Ants: The campaign is seeing growth in social media reach thanks in part to local jurisdictions support. Please continue to promote the program at outreach events, and contact EH if your city needs more materials. The website is www.gotantsgetserious.org.
- Bay Protection and Behavior Change – It was announced at the BASMAA Board of Director's meeting that this campaign has been shelved due to lack of consensus on how to proceed. It was determined that the cost and time required to do a regional brand effectively is not currently feasible.

School Outreach Report

- Elementary School assemblies by the Banana Slug String Band have been scheduled for the 2013-14 school year in all but 3 cities. The band is working to schedule the remaining cities and PIP members in those cities may be contacted to help. To date, performances have already taken place in 13 cities.
- High School stormwater outreach presentations have begun for the 2013-14 school year. So far EH has given presentations at Eastside Prep in East Palo Alto, Redwood High School in Redwood City, and El Camino High School in South San Francisco.
- EH is developing a middle school presentation focused on litter. It will be a 20-25 minute interactive presentation focused on basic litter education and how students can help, followed by one or more follow-up activities, yet to be determined, that will help assess understanding and possibly provide incentives. Presentations are slated to begin after the holidays.

Subcommittee Work That Affects Other Subcommittees: Continuing to work with the Trash Committee to garner interest for National River Cleanup Day.

Next Meeting Date: January 14, 2014, at Belmont City Hall, 2nd floor EOC.