



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

PIP Subcommittee MEETING
November 4, 2014 -10:00 AM to 12:00 PM
City of Belmont
Agenda

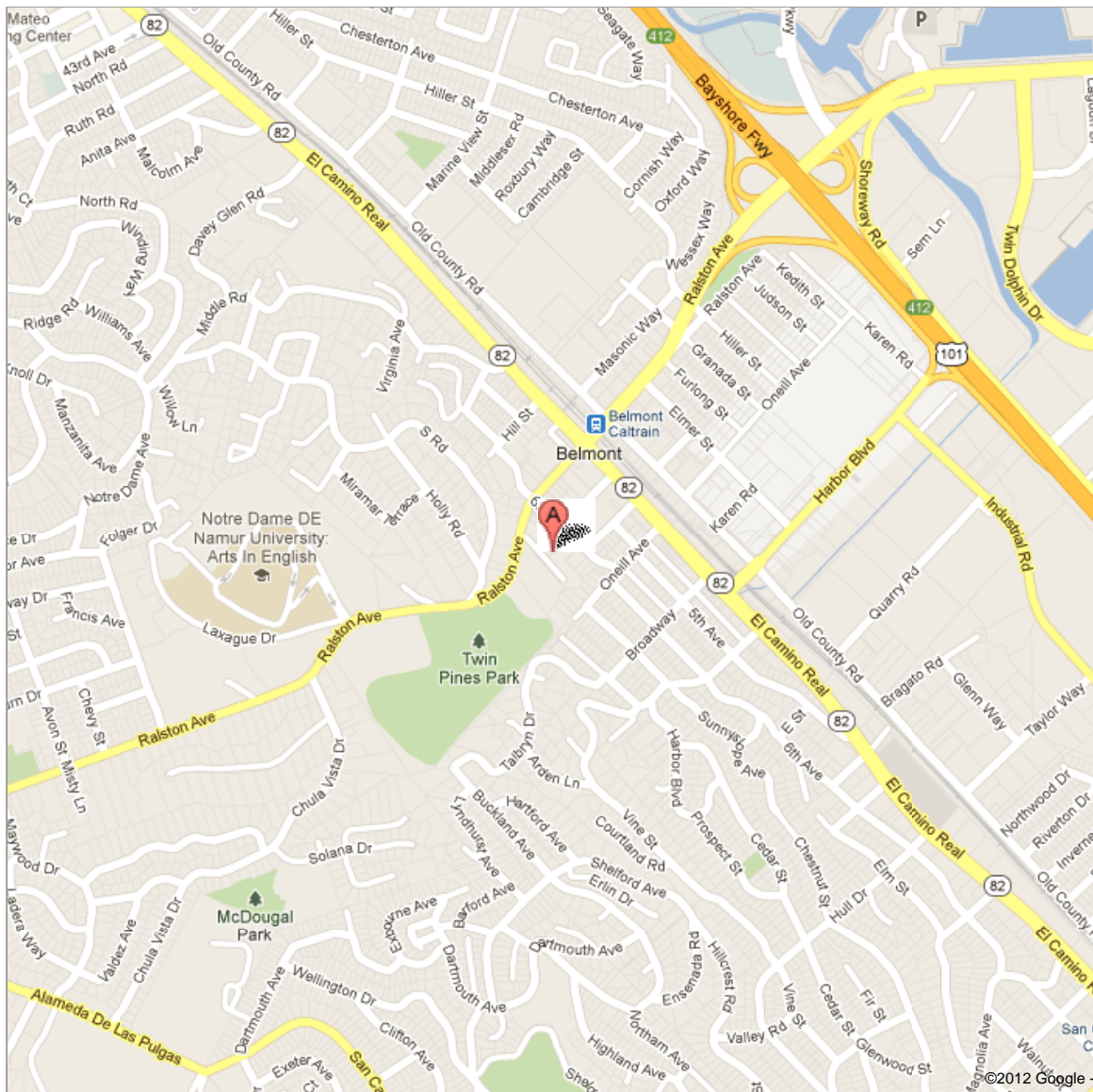
	Item	Time	Presenter
1	Introductions, Review Meeting Minutes, Announcements Outcome: Approve minutes from previous meeting	10:00	D. Lynn, City of Belmont; Environmental Health
2	Fall and Winter Outreach Events Outcome: Review of completed and upcoming events <i>Workplan: C.7.e Public Outreach Events (pg.3)</i>	10:05	K.Cooke
3	Website and Social Media Update Outcome: Update on latest social media & website statistics. Update on website homepage redesign and mobilization. <i>Workplan: C.7.d Stormwater Point of Contact (pg. 3)</i>	10:15	T.Swillinger & K.Cooke
4	Watershed Groups Team Effort Outcome: Update on presentations to community organizations <i>Workplan: C.7.f Watershed Stewardship Collaborative Efforts (pg. 4)</i>	10:40	T. Swillinger
5	Local Litter Campaign Update Outcome: Coastal Cleanup Day results and introduce cigarette butt campaign <i>Workplan:C.7.g Citizen Involvement Events (pg. 5)</i>	10:50	K.Cooke
6	Regional Campaigns Report Outcome: Update on regional advertising campaigns and media relations activities. <i>Workplan: C.7.b. Advertising Campaigns (pg. 2)</i>	11:15	T. Swillinger
7	Car Wash Outcome: Update on new 2015-16 car wash coupon strategies <i>Workplan: C.7.g Car Wash Outreach (pg. 4)</i>	11:30	K.Cooke
8	Rain Barrels Outcome: Present rain barrel rebate program and outreach	11:40	K.Cooke

Next Meeting: February 10, 2015 - 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-2014-15			
AGENCY	NAME	ALTERNATE	PHONE	Aug-14	Nov-14	Feb-14	May-14
Prog. Coordinator	Matthew Fabry		415-599-1419				
Atherton	Andrea Mardesich		752-0544	1			
Belmont	Diane Lynn		595-7425	1			
Brisbane	Shelley Romriell	Diane Cannon	415-508-2128				
Burlingame	Eva Justimbaste	Stephen Daldrup	342-3727	1			
Colma	Muneer Ahmed	Jason Chen	757-8888	{1}			
Daly City	Ward Donnelly		991-8200				
East Palo Alto	Michelle Daher		853-3197				
Foster City	Mike McElligot	Norm Dorias	286-3546	1			
Half Moon Bay	Mark Lander	Muneer Ahmed	522-2562	1			
Hillsborough	Rachelle Ungaretti		375-7444				
Menlo Park	Sheena Ignacio	Vanessa Marcadejas	330-6740 x1496	2			
Millbrae	Shelly Reider		259-2444				
Pacifica	Ray Donguines		738-3768				
Portola Valley	Brandi de Garmeaux	Howard Young	851-1700	1			
Redwood City	Terence Kyaw	Adrian Lee	780-7466				
San Bruno	William Li		616-7069	1			
San Carlos	Jill Lewis	Gavin Moynahan	802-4361	1			
San Mateo City	Kian Atkinson	Mark Swenson	522-7342/522-7349	2			
San Mateo County	Carole Foster		599-1448				
S. San Francisco	Daniel Fulford	Andrew Wemmer	829-3840	1			
Woodside	Dong Nguyen		851-6790				

TOTAL CO-PERMITTEES IN ATTENDANCE							
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PIP Consultants:

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

Resident/Guest							
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				Total Attendance	15		
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1 - Attendance

{1} - Duel Coverage



Public Information and Participation Subcommittee Meeting Summary
Environmental Health Services, San Mateo County

Meeting Date: August 12, 2014

Subcommittee Action: Approval of minutes from May 13, 2014 PIP meeting,

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

Announcements:

- Kathryn Cooke will be taking over as the PIP coordinator effective immediately. Tim Swillinger has been assigned to new duties at EH. Kathryn's contact information is kcooke@smcgov.org, (650) 372-6227.
- Matt Fabry has requested a re-design of the homepage main portal to flowstobay to improve ease of access to the website. Environmental Health (EH) met with EOA to get feedback on the subcommittee webpages. The proposed re-design will be presented at the next PIP meeting.
- A 2014-15 PIP subcommittee distribution list has been created and will be posted onto the member's page. Please visit the page and verify the contact information on the list.

Summer and Fall Outreach Events:

- SMCWPPP hosted an event booth at the San Mateo County Fair in the Sustainable Living Hall from June 7, 2014 to June 15, 2014. Five PIP members were among those that staffed the event booth. A total of over 1,200 people were reached by staff and many more came by to pick up materials while the booth was unattended.
- On June 19, 2014 the San Carlos Farmer's Market was staffed by Environmental Health and 101 people were reached.
- Please contact EH for support on outreach events during the fall. To date EH is confirmed to provide support for Millbrae at the Millbrae Art & Wine Festival on August 30, 2014 and at the North Fair Oaks Festival on August 17, 2014 for Unincorporated San Mateo County.
- An updated 2014-15 materials request form was emailed to the committee, contact EH if you did not receive the form. Note the form is a fillable PDF and should be submitted via email. Discard all older forms as they are no longer current. Please allow for two weeks lead time when requesting materials.

Website and Social Media Update:

- EH has partnered with San Mateo County Health System's social media coordinator to promote Flowstobay's pollution prevention related content on a monthly basis. Their reach is approximately 8,000. A "Plastic Free July" bamboo utensil set giveaway was promoted on the page generating 30 shares in addition to generating 122 new followers on the @Flowstobay page. To date Flowstobay has 880 followers, with a total reach of 74,347 for the month of July and a total engagement of 12,261. Instagram has acquired 217 followers, and Twitter has garnered 408 followers.
- Flowstobay on Facebook continues to host weekly themed posts related to pollution prevention and water quality. "Creek of the Week" will continue however post content will be modified to air short videos of the highlighted creek and wildlife in contrast to static pictures. If there is a creek a city is interested in having highlighted, contact EH. New themed posts include a weekly "Hazardous Waste Quiz," the first person to comment with the right answer wins a sustainable prize. To piggyback on current extreme drought conditions a weekly themed post entitled "Waste Less Water Wednesdays" will integrate pollution prevention messaging in conjunction to water conservation. Another themed post called "Site Spotlight" will be aired in September to highlight Coastal Cleanup Day sites throughout the County. On Flowstobay's Twitter account, "Litter Free Wednesdays" also continues.
- The Flowstobay Facebook, Twitter and Instagram accounts are still available to promote water quality or pollution prevention topics from each city if a city does not have a page set up. Please contact Kathryn Cooke

kcooke@smcgov.org if you have events or topics you would like EH to share on Flowstobay. To date Foster City, Millbrae, Belmont, East Palo Alto, South San Francisco, Daly City, Portola Valley, San Carlos, and Menlo Park have been recorded as having an account. In an effort to ensure cross promotion between the pages please contact EH if your City has recently created a page on any social media platforms.

Watershed Groups Team Effort:

- EH is scheduling presentations at various community organizations to promote Team Effort. Presentations have already been completed at the San Mateo Neighborhood Association and the San Bruno Rotary Club. An upcoming presentation is scheduled at Beresford Hillsdale Neighborhood Association (BHNA). EH will continue to seek out presentation opportunities with community organizations such as the Rotary Clubs, Kiwani's Club, Lion's Clubs, Chamber of Commerce's, and other similar groups. If a City has a connection with any of these organizations please contact EH.

Local Litter Campaign

- Litter Roundtable: On June 25, 2014 EH attended the litter roundtable to brainstorm and come up with debris boxes and residential bin litter solutions.
- Coastal Cleanup Day (CCD) will be held on Saturday, September 20, from 9am-Noon. The website listing all CCD locations was launched August 1 (www.flowstobay.org/ccd), along with a Google Map, which has received 310 views since Monday, August 11th. There are 32 public sites and 1 private site, in addition to several sub-sites facilitated by the Pacifica Beach Coalition. Gray Whale Cove in Montara is a new site recruited for 2014. Reusable gloves and trash grabbers were ordered to distribute to volunteers, and Home Depot San Mateo has tentatively committed to donating 300 buckets and a large quantity of gloves for site captains to distribute to volunteers. Please contact Julia Au at jau@smcgov.org if you have any questions about CCD.
- CCD's site captain's meeting will take place on September 4, 2014 from 12:00 – 1:30 p.m. at 2000 Alameda de las Pulgas, San Mateo. PIP members who are also site captains should arrange to pick up materials if they cannot attend the meeting.
- Social media will be an even larger component of the event this year. A "hashtag" titled "#CleanupSMC" will be advertised at the upcoming site captain's meeting, on the litter grabbers and on the buckets distributed to encourage volunteers to share what they pick up during the cleanup.

Regional Campaigns Report:

- *BASMAA Regional Litter Campaign:* The Be the Street App Game was approved by Apple and is now available through itunes as well as Google Android. Links to both app stores for the game are currently on the password protected PIP page.
- SGA has issued the final report for the campaign and it is now currently under review.
- The contract with SGA to create and launch the BTS campaign ended on June 30. BASMAA obtained estimates from the contractor for an interim low-level maintenance contract, which is now in place until October 31, 2014. During this time, the final report will be reviewed and discussions will take place to determine whether to issue a new contract to fully re-engage the campaign. The interim low-level maintenance will focus on maintaining the app game and keeping the Facebook page going. The website will not be updated during this time. All are encouraged to log on to the BTS Facebook page and comment, follow, or like what is posted in order to keep the dialogue going, but all are requested do so as an individual and not an organization. Please also download the game and provide comments to Tim Swillinger of Environmental Health at tswillinger@smcgov.org to be passed along to the contractor.
- *BASMAA Media Relations:* The media consultant conducted a pitch related to promoting the OWOW app but very few outlets picked it up.
- A total of six pitches went out by the end of the fiscal year, and the consultant has yet to submit the workplan for the current fiscal year. The local template for the final trash release was held back to be blended into a release for Coastal Cleanup Day, which is due out in the next few weeks.
- *BASMAA Regional Pesticide Campaigns:* The OWOW app is now linked on the OWOW, Baywise, and Flowstobay website. All are encouraged to grab the link from the Flowstobay password protected PIP page and post it on agency web pages. The app is available through Chinook Book, so users have to search Chinook Book to find it. BASMAA

is working with Chinook Book to increase accessibility. An ad hoc group has been formed to work on revising the overall look and feel of the program, as it has not been updated in many years.

- The Home Depot pilot Enhanced Program continues to be implemented in two stores in San Mateo County involving increased visibility through special end cap displays, ongoing trainings of employees as “Green Garden Specialists,” and partnerships with manufacturers who are helping to promote the program.

Car Wash Outreach:

- 276 coupons were returned for the 2014-15 Fiscal Year. Top returns were from San Mateo Car Wash in San Mateo, Millbrae Express in Millbrae, and Ducky’s in Menlo Park. The coupon expires December 31, 2014. EH is currently looking into re-strategizing car wash outreach. EH is considering a press event at a car wash. A partnership with Eco Green Auto Clean, a “waterless car wash” service and product line has been established and is potentially willing to host the press event. Eco Green Auto Clean has also tentatively agreed to partner with SMCWPPP and local schools on fundraising. EH is open to suggestions as to new ways to reinvigorate the coupon, or new ideas to promote environmentally friendly car wash options other than the coupon.

Annual Report and Report Guidance:

Annual report guidance for Sections C.7 and C.9.h are available on the Password Protected PIP page. The committee was given time to ask specific questions related to reporting for outreach.

Subcommittee Work That Affects Other Subcommittees: None

Next Meeting Date: November 4, 2014, at Belmont City Hall, 2nd floor EOC (*November 11 is a holiday*)