



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

PIP SUBCOMMITTEE MEETING
January 11, 2011 -10AM to Noon
Foster City Community Center (Port Room)
1000 East Hillsdale Blvd., Foster City, CA 94404

Agenda

Item	Time	Presenter
1 Introductions, Review Meeting Notes	10:00-10:05	Mike McElligott
2 SMCWPPP 3-year Contract RFP Outcome: Discuss upcoming Request for Proposals for new 3-year contract	10:05-10:25	Mary Bell Austin and Matt Fabry
3 School Outreach Programs Outcome: Update on high school RFP and school assemblies. <i>Workplan: C.7.h. School-Age Children Outreach (pg 5)</i>	10:25-10:35	Timothy A. ...
4 Watershed Diorama Use Outcome: Update member on status of management of Watershed Diorama use. <i>Workplan: C.7.e. Public Outreach Events (pg 4)</i>	10:35-10:45	Timothy A. ...
5 Community Action Grant Outcome: Update members on selection process, including ranking and top contenders. <i>Workplan: C.7.g Citizen Involvement Events (pg 5)</i>	10:45-11:05	Elizabeth ...
6 Car Wash Business Partnership Outcome: Update members on status of Car Wash Partnership project. <i>Workplan: C.7.e. Public Outreach Events (pg 4)</i>	11:05-11:15	Timothy A. ...
7 Regional Ad Campaign Outcome: Update members on status of the Regional Ad Strategic Plan and Regional Media Relations. <i>Workplan: C.7.b. Advertising Campaigns</i>	11:15-11:30	Timothy A. ...
8 Judging for Special Awards at the SMC Science, Math & Tech Fair Outcome: Hear presentation from SMCOE rep and discuss whether to judge fair and what to award. <i>Workplan: C.7.h School-Age Children Outreach</i>	11:30-12:00	April ... Guest speaker SMCOE

Next Meeting: Tuesday, March 8, 2010 - 10:00 a.m. to 12 Noon

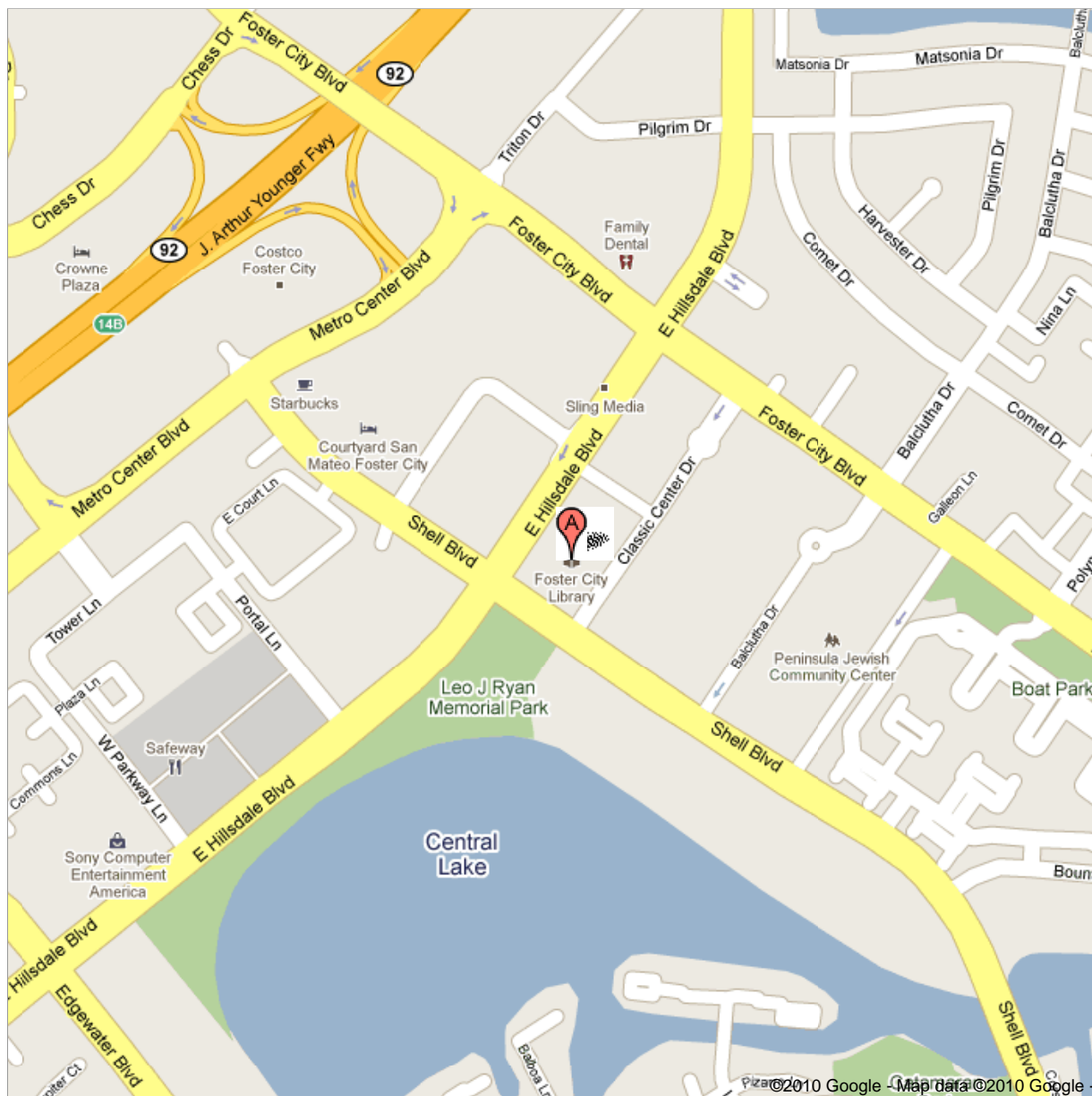


Address **1000 E Hillsdale Blvd**
Foster City, CA 94404

Get Google Maps on your phone



Text the word "GMAPS" to 466453



Public Information and Participation Subcommittee				FY 2010-2011					
AGENCY	NAME	ALTERNATE	PHONE	Jul-10	Sep-10	Nov-10	Jan-11	Mar-11	May-11
Atherton	Tiffany Telles		752-0544						
Belmont	Jozi Plut	Diane Lynn	595-7425	1					
Brisbane	Matthew Fabry (Program Coordinator)		415-508-2134	1	1	1			
Burlingame	Kiley Kinnon	Eva C. Justimbaste	342-3727	1	1	1			
Colma	Muneer Ahmed	Joshua Rawley	757-8888	1	1	1			
Daly City	Ward Donnelly	Leslie P.	991-8200	1	1				
East Palo Alto	John Latu		853-3165	1					
Foster City	Mike McElligot		286-3546	1					
Half Moon Bay	Muneer Ahmed	Ma Sharma			1	1			
Hillsborough	Rachelle Ungaretti		375-7444	1	1	1			
Menlo Park	Regina Wheeler	Virginia Parks	650-330-6763	1		1			
Millbrae	Shelly Reider	Krista Kuehnhackl	259-2444	1	1	1			
Pacifica	Lizzy Claycomb		738-7361	1	1				
Portola Valley			851-1700 x 14						
Redwood City	Marilyn Harang	Beth Ross	780-7477	2		1			
San Bruno	Jim Shannon		616-7046	1					
San Carlos	Jill Lewis		802-4361	1	1	1			
San Mateo City	Vern Bessey	Alan Atwater	522-7342						
San Mateo County	Carole Foster		599-1219	1		1			
South San Francisco	Daniel Fulford	Shoshana Wolff	829-3881	1					
Woodside	Gratien Etchbehere		851-6790			1			
Public:	Half Moon Bay resident					1			
TOTAL IN ATTENDANCE				17	9	12	0	0	0

PIP Consultants:

Environ. Health	Sarah Schrader		373-6245	1	1	1			
Environ. Health	Mary Bell Austin		373-6259		1				
Environ. Health	Ana Clayton		373-6214	1		1			
Environ. Health	Mae Gardner		373-6291	1					

DRAFT

Public Information and Participation Subcommittee Meeting Summary
Foster City Community Center

Meeting Date: November 9, 2010

Subcommittee Action: Agreed on standard of use for the Watershed Dioramas.

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

Other information/Announcements:

- **Community Action Grant.** Deadline to apply is Friday, November 19, 2010. Notification postcards were mailed out October 1st. Press release sent out November 1st. In October and November the Community Action webpage was the #2 most popular page viewed: 1,142 web views (from October 1 – November 8 midday), and 63 applications downloaded. Lizzy received 4-6 emails requesting information related to the application guidelines, and a few calls on the final report for the last grant cycle.
- **School Outreach Programs.** An RFP was sent to 17 organizations and individuals October 13 to develop and present high school presentations on proper car care to reduce water pollution, for a contract term of January 2011 through June 30, 2012. The deadline to submit a proposal is November 18. The elementary school assembly “We all Live Downstream” performed by the Banana Slug String Band has been performed 17 times at 11 schools so far. Currently 16 shows are scheduled at 10 schools through March 2011. The cities/towns that still need to schedule a performance are: Atherton, Colma, Menlo Park, Millbrae, South San Francisco, and Woodside. Flyers were mailed to these schools to spur scheduling for the winter/spring. If schools decide not to host an assembly we will need to work to find a suitable location (library, community center, or event) for the Slugs to perform at in order to fulfill the contract and MRP requirement.
- **Coastal Cleanup Day Results.** 5th year coordinating. 42,311 lbs of trash & recyclables picked up. 4,296 Volunteers. Received less phone calls and emails this year due to the website redesign and volunteers being able to find information online. 7,555 views of the Litter Prevention pages within 3 months. BYO Campaign (gloves/buckets): 589 volunteers participated. The 3 cleanup sites with the most BYO participation: Bedwell Bayfront Park (74%), Colma Creek (63%), and San Gregorio (28%). Discussion regarding ways that municipalities can use the Coastal Cleanup Day effort to help with the Hot Spot requirement. In South San Francisco, Daniel talked about the way they coned off the section that is classified as a Hot Spot and had public works staff clean that area. Possibilities to have coned off areas next year for the Hot Spots and have designated volunteers only remove trash and tabulate volume of trash collected from that area. The MRP requires reporting the total volume of trash, while the Coastal Commission wants trash reported in pounds. Also, challenging is getting an accurate total counts by the 1:30 pm deadline for the Coastal Commission – Ana remarked that an estimate is fine for the deadline. Ana will work with interested municipalities in order to tie in MRP Trash Hot Spot requirements to next years Cleanup Day. Would be a good idea to add a Litter Hot Spot section to the website to explain to the public how they are defined.
- **Judging for Special Awards at the SMC Science, Math & Tech Fair.** Historically, one judge from the Municipal Maintenance Subcommittee and one judge from the PIP Subcommittee (usually the Chairperson). There is a need to plan early enough in order to

present the award at the Award Dinner. In the past the award goes to the student after the award ceremony. The award has been a \$50 gift certificate to the PBS online store. Decision to have Environmental Health contact the Office of Education in early January and be the contact for the notification of the upcoming fair. Need to get more information on how much time it takes to actually judge and attend the Science Fair Award Dinner. Possibility to include in the annual workplan with Environmental Health, so that the award can be purchased using available funds.

- **Watershed Diorama Use.** Agreed on a written standard for use and care. When checking out, an inventory will be done before and after to make sure all of the parts and supplies are there. Any missing parts should be notified immediately to Environmental Health staff. Replacement parts will be ordered using current funds in the Outreach Materials category. Only SMCWPPP representatives will be allowed to check out the diorama. Environmental Health staff will also check the dioramas as they are returned after use. Suggestion to purchase “giveaway cars” for children as they could possibly take by mistake the cars in the diorama that they play with during the demonstration.
- **New Online News Website “The Patch”.** Is a new, localized online news source. Participating cities/towns include: Belmont, Burlingame, Foster City, Half Moon Bay, Menlo Park, Millbrae, Pacifica, San Bruno, San Carlos, and South San Francisco. Add announcements, write reviews, upload pictures and video, add volunteer opportunities, events and/or send news tips. Patch.com was used for CCD and to announce the Community Action Grant. <http://www.patch.com>
- **Regional Ad Campaign.** Since the last PIP meeting, Sarah met with the BASMAA PIP group twice: September 22 and October 27. Ecowise presentation: Ecowise is an IPM certification program for PCOs in the Bay Area. Two other programs: Green Shield and Green Pro. 115 individual PCOs are certified in the Bay Area. Links to all three programs are on the Our Water, Our World website as well as SMCWPPP’s Pest Control webpage: www.flowstobay.org/pestcontrol. To promote hiring IPM certified PCO’s: regional print ad and a regional press release. Board of Directors approved a \$30,000 regional media relations project as part of the FY 10-11 BASMAA budget. 1st pitch should be on winterizing/ getting ready for the first rains. Another press release should promote IPM certified PCO’s. For the Advertising Campaign, SGA presented results on the SWOT analysis. For litter/trash it was appearing that the form of ‘advertising’ may be more social networking than classic advertising. The Regional Strategic Plan was discussed and the committee agreed that the major focus should be litter/trash (80%) and some focus on pesticides to compliment the existing pesticides outreach work of OWOW (20%). At the October meeting, a draft media relations workplan was discussed for 6 press releases. SGA presented results of the literature reviews completed on trash and pesticides. Next steps: SGA will send a creative brief to BASMAA with recommendations on how to frame messages and distribution methods.
- **Announcements.** Measure M, the \$10 vehicle registration fee passed and will be collected for a 20 year time period. This is in addition to the current \$4 fee. Use for stormwater related vehicle infrastructure projects and possibly trash control efforts.

Subcommittee Work That Affects Other Subcommittees: Special Award for the SMC Science, Math & Tech Fair – coordinate with the Municipal Maintenance Subcommittee to judge and attend the Award Dinner in February 2011.

Next Steps: Environmental Health staff will start attending the Trash Work Group Subcommittee meetings; will inquire with the Office of Education about the upcoming February Science Fair; and add a litter hot spots defined section to the litter webpage. Subcommittee will need to decide on whether to participate in the Science Fair and if so, who will be the representative to judge and attend the Award dinner.

Next Meeting Date: January 11, 2011