



Public Information and Participation (PIP) Subcommittee Report

Meeting Date: January 12, 2010

Requested Technical Advisory Committee Action or Feedback/Guidance: None needed at this time.

C/CAG Coordinators Update

Under new MRP permit, makes more sense to do some tasks at the regional level rather than everyone doing it locally, particularly for the Advertising Campaigns. Some counties already have been doing large media buys, for example, Contra Costa County spends \$300,000 just for the advertising portion (C.7.b) compared to our budget for this year at \$15,600. A work group has formed to deal with the Program-wide MRP requirements and budget, including coming up with solutions for the 5-year- \$5 million program deficit.

BASMAA is working on the new reporting requirements by April 1st, so that it will be a consistent format and include some data tracking requirements (some of the tracked info will not be reported).

Regional PIP BASMAA Meeting Update

Sarah Schrader attended the first region-wide PIP meeting on December 15. The ongoing meeting will happen on the 4th Wednesday of every month to discuss the regional Ad campaign, Our Water, Our World and MRP provisions. Meeting is looking for a chairperson to volunteer. There was discussion regarding development of a multi-media litter reduction campaign with the first step the development of a RFQ to submit to interested companies. Discussion regarding Pesticide Campaign – most agrees that Our Water, Our World program with more promotion locally should suffice. Discussion of a 2 year scope of work for pesticides & 3 year scope of work for litter. Next meeting is a special early meeting to discuss evaluation today.

Our Water, Our World Employee Training

A request for service quote was released last month to find a trainer to provide 60-90 minute employee training at 2 to 4 of the current retail partner stores. Three potential trainers were identified and asked to provide a quote by January 15. Trainings would be arranged by the instructor with each store and take place between February 16-June 30, 2010.

Decision: Those stores that do not get training this year shall be provided with information on the UCIPM online training course for retail staff. An incentive should be provided to stores that get a majority of their employees completing the online certification course, including recognition on our website and UCIPM book.

Watershed Stewardship Groups Resource Guide

Research has been started on the local environmental groups in the county that have watershed stewardship programs and/or efforts. The list is being compiled from our existing community action grant recipients with additional groups being added by perusing the known group's website's. The guide will be organized alphabetically by group name with searchable appendices so resident's can find groups by topic of interest, city, or watershed. Each group will have the contact information, about, volunteer opportunities, membership information, type, and programs. The guide will include an introduction, watershed map, and section on how to form a watershed group. There are funds for a limited print run.

Decision: With the first edition of this guidebook there is a possibility that we will not know of all of the groups (especially those without websites). Recommend that printing of a guide is delayed and instead debut the guide online first. Mail out information request forms to the known groups with a list of all of our known groups, so that those known groups can provide information about their programs, plus give us



names of organizations that we have missed. Provide an online submittal form. Reevaluate if print run is necessary around May/June.

Community Action Grant

There were twice as many applicant's for the grant this year versus last year – 12 applicants. The top 6 applications would be an award total of \$15,815. Because the total amount allocated for this is \$15,000, will not be able to offer the 6th-ranked applicant the full amount, but will offer them a portion of the amount requested. Elizabeth Claycomb will send out the grant notification letters to applicants this week notifying them of their award status.

“Creek Champions” In-class Presentations

Ana Clatyon and Sarah Schrader observed the contracted classroom presentations by the Watershed Project for the “Creek Champions” program at Daly City’s Franklin Delano Roosevelt Elementary school. Two activities were done the first day: What is a Watershed? and Pollution Soup. The second day was all about trash, how long it takes to biodegrade, followed by a school cleanup. The teacher and the students enjoyed the presentations very much and were very enthusiastic about the activities that they participated in. We will continue to work with the Watershed Project and make changes as needed, since this is a new program. Some of the current recommendations are to redevelop the teacher manual and the possibility of not teaching the second class and therefore going to more schools with the 1st day lesson which is the strongest.

Car Wash Materials

Researched residential outreach materials were looked at and discussed. Southeast Michigan developed a tip sheet that favored a catchy title and vivid graphic of a man and his son washing the car in the middle of a lake with soap suds going into the waterway. On the back were tips. The brochures all seem to have great information but are very wordy. Other researched program ideas were discussed briefly including Puget Sound’s “Wash Smart” program and Sacramento’s River Friendly Car Wash program.

Decision: Move forward with the development of a tip sheet to give out at outreach events. Research costs to implement larger campaign including the possibility of partnering with car wash businesses.

Survey Creation for Home Show Outreach

The Home Show at the Cow Palace will count as a “County-wide Event” under workplan C.7.e. The event will be on March 26, 27, and 28. Posters will be available late February for posting in city offices to promote attendance at the event. Posters will be distributed at the March PIP meeting. Discussion on ways to track outreach effectiveness at event including success at reaching a broad spectrum of the community.

Decision: Keep track of which city a resident is from and how many people we get stopping at our booth compared to the number of attendees at the Home Show. Create a small, optional survey that people can fill out for the chance to win a prize. Use questions from previous phone survey.

Announcements & Discussion

Trash summit will be taking place January 28 in the South part of the County; interested cities are invited to take part. Contact: Phil Bobel with the City of Palo Alto to participate Phil.Bobel@CityofPaloAlto.org

Subcommittee Work That Affects Other Subcommittees: N/A

Next Meeting Date:

March 9, 2010 – 10 am to noon at San Mateo County Environmental Health,
2000 Alameda de las Pulgas, San Mateo CA 94403, Atrium Room