



PIP Subcommittee Report

Meeting Date: January 13, 2009

Requested Technical Advisory Committee Action or Feedback/Guidance:

Approval to become affiliated with Keep America Beautiful.

Stormwater Diorama Update

Discussed various options for new diorama display used at the fair and by various cities at events EnviroScape, \$800- uses water that collects in a small tray, less expensive, generic watershed model (benefits of using water = resembles a true watershed, disadvantage = have to have a source of water, messy). Custom diorama of San Mateo Watershed, \$6,300- similar size to old diorama, very expensive, custom to San Mateo County, uses marbles not water (benefits of using marbles = no need to find water source; disadvantage of using marbles = does not portray a sure representation of water, could be a liability children)

Decision: Old diorama will be replaced.

Follow-up: Sarah – look into other agencies that have a similar model; research budget to know amount of funds available to purchase diorama – cities may have to share the cost.

un. Campaign Update

Update - Bay Area Agencies are working on a regional anti-littering advertising campaign to target young adults and teenagers who are the biggest culprits to littering. Campaign identifies unattractive words to make litter un-cool. Reactions from local agencies were mixed. PIP committee was responsive to campaign but would prefer to see a test run of the campaign and gain feedback from this target audience, even though it will cost more than what was budgeted.

Follow-up: Members can forward to other's in their cities for comments by the end of the week. Email Lizzy Claycomb claycombe@ci.pacifica.ca.us and cc: Matt Fabry mfabry@ci.brisbane.ca.us

Municipal Regional Permit (MRP)

Latest version out this month. No major changes anticipated for the PIP portion. Board wants it out, with a 60-day comment period by July 1 to coincide with fiscal year.

Community Action Grant

Received seven applicants – rejected two because they were government agencies. Three proposals from previous years that are long-term projects were accepted. Notre Dame High school submitted 2008 project report with a new application late, beyond the deadline. Question posed to the group: Should we award the remaining \$1500 to them?

Decision: Award the remaining \$1500 to Notre Dame High school.

Stormdrain Stencils

Stencil flyer posted on the business webpage for a “free storm drain stencil kit” is old and may need to be updated. Information gathering on whether or not cities still provide this free stencil kit to businesses. It was agreed that this isn't a standard practice for all cities.

A stainless steel plaque stencil was suggested as a group order. Dermot Casey researched and found that the company Almatek offers this stencil at a cost of \$2,825 for 500. These stencils last longer than spray paint or thermoplastics. They can also customize it to say “Flows To Bay” instead of Drains to Bay for a one-time fee of \$200. Discussion on providing these stencils to businesses for a fee as part of the building fee cost through the city building departments or through Environmental Health.



Decision: Take the flyer off of the business section of the website.

Follow-up: Find out what each of the cities do for providing assistance and/or stencils to businesses. Find out which stencils or plaques are ordered individually, and consider a group order of the storm drain plaques.

Cigarette Butt Campaign

- *Update* – Increased participation to 160 smokers taking survey through Craigslist ads. Program is effective to reach the public with a one-to-one contact. 50% of participants carried ashtray often/always, and after participating in program 80% are very/extremely likely to properly dispose butts even if they are not carrying a pocket ashtray. If the participants did not like the ashtray, it was because it smelled and/or it was too inconvenient to carry. Program will maintain surveys online to recruit interested smokers & update the brochure with cleaning suggestions.
- *Discussion:* Should PIP become an affiliate of Keep America Beautiful to use their resources for an anti-butt littering campaign even though they are largely funded by Phillip Morris, which was a concern to Tobacco Prevention Programs in the county? PIP group consensus was that this was not an issue if they are providing resources to use for the campaign.

Action Item: Continue surveys until the 200 participant goal is reached and results can be documented.

- ✓ Action Item: Research locations for ash receptacles and who will service them. Target businesses to do pilot study of 3 locations.
- ✓ Action Item: Recruit local volunteers to survey the area and count butts around butt receptacle locations.

Kids for the Bay: Alameda County Storm Drain Rangers Program Introduction

Used Oil Program is looking to move away from using Zun Zun's assembly program as an outreach effort to young aged children. The Oil Program is researching a more hands-on/in-classroom approach to effective outreach to school-aged children. As a program made up of shared funding with SMCWPPP, the Oil Program wants SMCWPPP to look at other programs to make a more cost effective change while reaching as many children as possible.

Kids for the Bay presented the Storm Drain Ranger Program that is currently implemented in Alameda County under a four year contract. *Program Basics:* Will reach 10 schools and teach three classrooms lessons to one class, each a week apart from one another. Includes watershed education, taking action in community, understand sewer vs. stormdrain, water conservation, taking a pledge to educate others, doing action projects, receiving a certificate, etc.

- Advantage – hands-on approach; children get outside of classroom, program will sustain its message since teachers are trained and can continue teaching program years after first
- Disadvantage – does not reach as many children and school

Follow-up:

Ana Speak with schools to understand if they are interested in a new program or prefer Zun Zun.
Research other similar programs
Find out how many schools the current budget will reach in terms of funding Kids for the Bay vs. Zun Zun

Announcements

None at this time.

Subcommittee Work That Affects Other Subcommittees: N/A

Next Meeting Date: March 10th, 2009 – 10 am to noon at San Mateo County Environmental Health