



## Public Information and Participation (PIP) Subcommittee Report

**Meeting Date:** November 10, 2009

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

### **Fate of the Old Stormwater Display**

The older stormwater display has not been used for awhile, and Redwood City Public Works has been storing it. This display has the old name and logo, but all the other information is still relevant.

**Decision:** Redwood City will keep the display for now, and cities will try to utilize it more in outreach.

### **Zun Zun School Assembly Schedule**

Zun Zun has scheduled almost all of the school assemblies for this fiscal year. A handout with the scheduled assemblies was provided. A Pre- and Post- survey will be provided to the teachers at the schools to assess the effectiveness of the assemblies on increasing knowledge of stormwater pollution.

### **California Coastal Cleanup Day**

Once again we partnered with the CA Coastal Commission and had a successful coastal cleanup day in San Mateo County. During the month of September the Litter Reduction page was the most visited site: 2,674 views....exposing our website to hundreds of county residents and a great tool to educate residents about the event, litter, and SMCWPPP. We continued to build our partnership connections and great new ones were established this year: Sunset Magazine and San Mateo Credit Union

2009 Results: 4,224 volunteers, 38,518 lbs of trash, 5,790 lbs of recycleables

Our numbers continue to increase, 422 more participants than last year. This year we also saw large trash items such as couches, bikes, tvs, etc being hauled out by volunteers and public work departments.

The individual sites also had graphs and tables of what was picked up last year at each site and participants really liked to see this information, it made it more real for them. In addition, we created information about the top 4 debris items found in San Mateo County. Providing information about the environmental impacts of these items and what we can do to prevent litter. Overall, it was a great turn out and a very successful event.

### **Extended Producer Responsibility & Anti-Litter**

Mary Bell Austin provided a presentation on extended producer responsibility (EPR, or product stewardship) on behalf of the County and the California Product Stewardship Council. She highlighted the connection to litter reduction and stormwater pollution prevention, and encouraged co-permittees to get involved and make their voices heard at the state level.

### **IPM "Our Water, Our World" Program Update**

Sarah Pratt has completed 17 "fall refresher" site visits to the partnering retail stores, with 3 more stores to visit. Showed slides of participating stores, and what is done at each store during a site visit. Sloats Garden Center in San Bruno went out of business so will be looking to recruit an additional store, possibly Lowes in San Bruno.

IPM Partnership Committee Updates from October 28<sup>th</sup> meeting:

- Geoff Brosseau and Annie Joseph met with Mary Lou Flint who creates the UC IPM educational materials. UCIPM would like to collaborate with OWOW to get materials out. May work with UCIPM to adapt new fact sheets. Free online training is offered on the UCIPM website for retail



employees. The two trainings are “Introduction to Pesticides” and “Moving Beyond Pesticides”. Employees get a certificate after completion: <http://www.ipm.ucdavis.edu/training/>

- Santa Cruz County, Ecology Action, partners with Master Gardeners to adopt partnership stores. The volunteers update the stores with shelf talkers and fact sheets while fulfilling their volunteer requirements for the Master Gardener Program.
- Annie Joseph attended the Ace Hardware Trade Show in Atlanta, GA. A free OWOW booth was provided. Ace stores will be bringing more “less toxic” products to their stores.
- Annie and Geoff met with the new buyer for Orchard Supply Hardware. Sales of less toxic products jumped this year (from 12% of pesticide sales to 17%). Will increase less toxic products by 20% for this year. By Feb 1<sup>st</sup> new products will be in stores.

**Action Items:** Sarah Pratt will promote the free UCIPM online trainings to the retail partnership stores. Will look to recruit Lowes in San Bruno as a partnership store.

### **Green Gardener Program**

---

Redwood City “Water Resource Management Program” has been researching the opportunity to create a “Green Gardener Certification Program” that is designed for residential landscaping and gardening professionals. It was designed for Santa Barbara County with funding from the State Water Resources Board in 2005 – standardized curriculum is already developed, and Monterey, Santa Cruz, and Santa Clara have adopted the program since.

The pilot class that is planned for Redwood City has the support of the Bay Area Gardeners Association, Bay Area Water Supply and Conservation Agency (BAWSCA), and possibly others (like Acterra, Sanitary Sewer District, etc) with help from SCVURPPP.

The pilot class would be taught in Spanish with 35-40 students completing 10 sessions of 2 hours each on Soils, Integrated Pest Management, Right Plant Right Place, Fertilizers and Grass Cycling, Irrigation, Pruning, Mulch and Compost, Air Quality, and Green Gardening. A Certificate of Completion, graduation ceremony, and promotion is planned for students. The goal would be to bring the program Countywide as the “Peninsula Green Gardener Program”

The pilot program class would like SMCWPPP to participate in the Steering Committee to identify resources and funding to support the program, and to assess the pilot program for replication county-wide (November-June 2010). They are also asking for funds in the amount of ¼ of the program cost (\$7,785) in the amount of \$1946.25 to fund a spring 2010 (April or May) class.

This would fulfill the permit requirement C.9.h.vii. Outreach to Pest Control Operators and Landscapers to reduce pesticide use.

**Decision** PIP will contribute funds out of the C9 H Workplan Task 4: materials for IPM, sustainable gardening, and pest management. Sarah Pratt will participate in the Steering Committee using hours from Task 2: participate in IPM regional meetings.

### **Community Action Grant**

---

One organization has contacted Elizabeth Claycomb inquiring about the grant. However, Sarah Pratt reported that there has been 102 downloads of the application and 1,586 views of the Community Action Grant webpage since October. The grant deadline is November 20, 2009.

### **Car Wash Outreach**

---

There is \$3,000 for printing and promotional items, and 30 hours of staff time to research, develop, and implement additional car wash outreach. Currently the new stormwater brochure “You are the Solution to Water Pollution” does state that soap from washing cars in the street is a stormwater pollutant and the



solution – take to commercial car wash or wash on lawn or dirt surface. We also use car washing as an example when using the watershed diorama with kids and adults at outreach tabling events.

**Discussion:** Other jurisdictions offer discount car wash tickets, provide fundraising car wash kits, and provide brochures/fact sheets to residents. The city of Burlingame receives residential car wash complaints. There are also businesses with fleet vehicles (i.e. limo companies) that do not practice proper car washing and who are not inspected, so they are not getting any outreach. A TVPSA “how to do a car wash at home” was an idea to air on local cable stations. Developing an ad for the newspapers – each jurisdiction could place in their local papers.

**Decision:** There is a need for both business and residential outreach. Starting with the development of two brochures or fact sheets to target both audiences for this year. Work with the CII work group to develop the business brochure and come up with a plan to distribute them. PIP would like to explore and implement other ideas discussed for car wash outreach for next fiscal year.

---

**Subcommittee Work That Affects Other Subcommittees:** Development of a business car wash fact sheet/brochure, and implementation of an outreach plan to get the message to appropriate businesses – see if PIP can work with the CII Work Group on this.

**Next Meeting Date:**

January 12, 2009 – 10 am to noon at San Mateo County Environmental Health,  
2000 Alameda de las Pulgas, San Mateo CA 94403, Atrium Room