



Public Information and Participation (PIP) Subcommittee Report

Meeting Date: May 12, 2009

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

Municipal Regional Permit Update

General update giving about status of Board Meeting taking place tomorrow, May 13, 2009. Cities should already have representatives lined up for the meeting. General talking points were giving to elected officials for their testimony and technical staff will be on hand for their testimony after elected officials. The goal is to reduce the rhetoric from elected official testimonials and allow more time to technical comments and recommendations. No current issue with the PIP section and is expected to be adopted as is. No action expected to be taken from the Board because there were too many written comments.

School Maintenance Best Management Practices (BMP) review

Commercial/Industrial and Illicit Discharge (CII) Workgroup will be adopting the School Maintenance BMP booklet from the Alameda Countywide Clean Water Program. Discussion took place for recommendations and comments of the content that may need changes before going to print with the San Mateo County version. Menlo Park rep, Regina Wheeler, recommended to not only refer to a website for more information, but to have the information in the booklet listed since not all school maintenance staff will have access to the internet or will follow-up with the additional resources.

Follow-up: Send Mary Bell Austin additional comments/feedback on the booklet by May 22nd at maustin@co.sanmateo.ca.us.

Regional Advertising Campaign (RAC) Update

No action has been taken to move the “un.” campaign forward since last meeting. Matt and Lizzy have not heard from Jeff Brousseau of BASMAA and it seems the Regional Permit has been prioritized over this campaign. Therefore, this campaign has been put on hold.

EH Staff Report and Updates

Sarah is currently attending 5th National Conference for Non-point Source and Stormwater Outreach in Portland, OR. She will give an update at the July PIP meeting.

- **Our Water, Our World** – All stores are setup for spring/summer time shopping (shelf talkers up and fact sheets out). There is a new laminated sheet attached to literature racks “Pests Bugging You? Who Ya’ Gonna Call?” Press release will go out May 18 to advertise program in our County (also will be posted on the new “Press Room” page of our website).
- **New Material Orders** – Pencils, Crayons, Fish Erasers, Fish Sponges, Bookmarks and three kids activity books were ordered. If cities would like activity books for an event, contact a member from Env. Health to coordinate pick-up or mailing of materials, pollutionprevention@co.sanmateo.ca.us. A new Too Toxic flyer was also designed for in-house printing that fits on a double sided 8 ½ x 11” page. It is comparable to the Too Toxic poster, but divided into three separate flyers by collection regions – North County, South County, and coast side.
- **Water Drop Beanie idea** – Group discussed potentially ordering a water-drop beanie that has been popular with the oil program at an outreach tool, but there is some hesitation about the content of the beanie (non-recyclable and not made of recycled material), as well as being made in China.

Decision: Do not order water drop-beanie because the group would rather put the SMCWPPP name on a product that follows the message of the program. The beanie does not.



- **Outreach Events** – Attended Marine Science Institute Earth Day on April 18th and received local TV coverage. Attended Belmont Earth Day on April 25th where the new watershed model was used. It was a great tool to attract kids to the table and was good for educating kids and parents – car wash, litter, and pesticides were great examples with the model. The bookmark has become popular to give out that promotes the website and encourages people to take less paper.
- **Website** – Continued growth in number of visitors to the flowstobay.org site. Many visitors now directed by links from other sites, particularly RecycleWorks and the HHW County page. Top three web page views in March are “Too Toxic,” “Calendar,” and “Spring 2009 P3 Newsletter.” Top three web page views in April are “Calendar,” “Too Toxic,” and “Earth Day.” Top downloads were Sustainable Streets Full Document, Turf Block and Permeable Joint Pavers (New Development), Types of Curb Cuts (Ch5 Sustainable Streets Guide and Stormwater Management Plan

Feedback: CFL Collection Special Event

Ten cities (Pacifica, Menlo Park, San Carlos, San Bruno, RWC, Hillsborough, Colma, Burlingame, and San Mateo, Brisbane) participated in CFL collection event during the month of April. Some cities did the event for two weeks while other cities only did the event for a few hours during Earth Day. Success from each event varied widely. The best public participation came from Pacifica, San Bruno and Menlo Park due to the increased advertising, including press releases, posting flyers, web and TV advertising. Other cities only received a couple bulbs due to lack of advertising and other cities have a curbside collection program. Group felt it was still a good way to promote fluorescent bulb collection locations.

2009-2010 Workplan

SMCWPPP is currently proposing to renew contract with EOA and County Health. The next work plan will push outreach on litter and car washes, as well as finding sources for free media. There will also be only half the funding to ZunZun, given that the Used Oil Program has opted out of the contract and will not be sharing the cost for the school assembly program.

Announcements/Questions

- Marilyn Harang (Redwood City) - New Redwood Shores Library Branch now open that has an environmental resource center.
- Jim Shannon (San Bruno) - San Bruno will be raising their water and sewage rates by 11% and was looking to find out from other cities if they will be raising their rates and by how much.
- Matt Fabry (Brisbane/program coordinator) - San Mateo County Sustainable Green Streets Guidebook has won an Outstanding Planning Award in the category of Innovation in Green Community Planning from the American Planning Association - California Chapter Northern Section. We will be applying for a statewide award soon.

Distribution

New stormwater brochures, “You are the Solution to Stormwater Pollution,” and Fluorescent Bulb Take-Back location brochures were distributed to all attending cities.

Subcommittee Work That Affects Other Subcommittees: N/A

Next Meeting Date: July 14th, 2009 – 10 am to noon at San Mateo County Environmental Health, 2000 Alameda de las Pulgas, San Mateo CA 94403, Atrium Room