



## **Public Information and Participation (PIP) Subcommittee Report**

**Meeting Date:** July 14, 2009

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

### **C/CAG Coordinator's Update**

---

Board staff meetings on trash, LID, municipal maintenance. PIP workplan will more than likely stay as in last draft. Goal of September adoption of MRP.

### **Telephone Survey Results**

---

- May 2009 telephone survey done by Solem & Associates to compare progress in stormwater knowledge to our 2001 telephone survey.
- 400 respondents, English and Spanish
- Significant change in answers to the question "Who is most responsible for improving water quality?" 2009: most people believe every resident (34%) and government (39%) whereas, in 2001 most believed government was most responsible (46%) (the answer: "every resident" only 21%)
- 60% reported seeing information on the proper disposal of pollutants
- 70% reported seeing "No Dumping" messages on stormdrains
- 70% said litter is a serious problem due to people's bad habits as opposed to lack of awareness, a belief that other's will clean up or lack of sufficient trashcans.
- Enforcing fines and public education programs were considered more effective than litter pick up programs.
- 15% reported using pesticides and two-thirds use less toxic ones. Half the pesticides users also use other methods to control pests.
- 57% use commercial car washes while 32% wash their car at home. 58% of car owners know water from washing cars on pavement drains directly to the Bay, the Ocean, or creeks while 36% said they did not know this.

### **EH Staff Report**

---

Quick update on workplan tasks completed for 08/09 that will be reported in the Annual Report.

- Cable Ads ran in Sept/Oct and April-May-June: 3,925 times at cost of \$14,993. Next year local access, no cable by updating "Dirty Words" TVPSA's that we used a few years ago. Other states have requested to use and adapt these over this past year.
- Cigg Butt pilot study completed – nice report. Pocket ashtrays good data tool. "This is Litter Too" signs used by businesses. Signs are also available for cities to use.
- 3 big press releases this past year: Coastal Cleanup Day, Our Water, Our World, and CFL Temporary Collection Events
- Created "Press Room" on website for press releases and news articles
- Researched and made database of free media outlets (local tv, radio, newspapers and reporters, online, etc) to use for publicity.
- Website – the numbers of visitors went up quite a bit this year – double the amount from last year; Calendar section is most popular; big boost when other websites (RecycleWorks and HHW) link to ours. Pass word protected pages for subcommittees are least used.
- Coastal Cleanup Day – big turnout – increased by 74% from previous year: 3,802 volunteers picked up 41,485 lbs of trash and recyclables.
- Teacher Trainings: Kids in Creeks and Kids in Gardens held in June.
- School Assemblies: Zun Zun performed 46 school assemblies at 28 elementary schools.



### **EH Staff Report continued...**

---

- Outreach materials – Enviroscape’s watershed models very popular in tabling events, summer camps, and classroom presentations.
- Pesticides Outreach – continued Our Water, Our World program with 20 retail stores. Spoke to Master Gardeners Class in September about watersheds and SMCWPPP. 2 new fact sheets – Mice & Rats, Gophers/Moles
- Surveys – several online using Survey Monkey (litter, pesticides, stormwater, hhw, and pocket ashtray) and phone survey completed

### **Outreach Planning: County Fair Substitute**

---

Environmental Health will staff one countywide event this year for 1-2 days of staffing. Options were presented: Maker Faire (DIY fair) 2 days at Expo Center (comments: RecycleWorks attended last year, chance to meet innovative designers who may have ideas for stormwater technology), Green Fair (comments: doesn’t hit appropriate demographic – “preaching to the choir”), Flower & Garden Show and Sunset Weekend (comments: good mix of people interested in home and garden – our target audience), American Consumer Home Show (comments: good general audience). Other suggestions: HMB Pumpkin Festival, Car Shows like Dream Machines at HMB airport. Will consider events that are over 2 days with help from city staff.

**Action Item:** Decide on the countywide event by next meeting, September 8<sup>th</sup>.

### **Outreach Planning: Select Event Geographic Targets**

---

Environmental Health will cover 10 events in different cities (+ 1 Countywide event) that will count towards each cities requirement under the permit. Cities can take credit for the Countywide event by promoting it (posters, announced on city website). Handout “San Mateo County Outreach Events Required per City” shows the number of events required if new permit is adopted (increase in outreach events required from previous permit). The Coastal Cleanup and 1 Countywide event count for 2 events towards your cities required numbers that will be covered by Environmental Health. After subtracting those 2 events from the cities total requirements, Environmental Health will staff events in those cities that have 2 or more remaining events to do: Daly City (2), Redwood City, San Bruno, San Mateo, and South San Francisco. Four events are leftover to help remaining cities. Environmental Health will notify you of the event day and give a staff report from event for reporting purposes.

**Decision:** Those cities that would like to request help from Environmental Health staff to cover an event this year will notify Sarah Pratt. If there are more than 4 cities requesting help, cities will be chosen by lottery.

### **Coastal Cleanup Update**

---

- New promotional items – car window-cling featuring new artwork.
- Sunset magazine is a major sponsor. Will feature an article in the September issue titled “Coastal Heroes”
- Targeting “Hot spots” for outreach efforts (those creek areas that are listed as impaired). Take it to the Streets campaign
- Starting Twitter and Facebook for use in promotion and recruiting more young people
- Bring Your Own Bucket
- 25<sup>th</sup> Anniversary

**Discussion:** Coordinate efforts with EOA regarding each municipality to choose “Hot Spots” areas that will need to have litter percentage reductions over time. Some involvement needed to tabulate volumes of litter collected and reduced in neighborhoods. Need a way to divert people to inland areas for cleanup in the future to the hot spot areas in each municipality.



### **Our Water, Our World Update**

---

- Sarah Pratt and Julie Colvin updated all 20 partnering stores in May & June. End of July BASMAAA will be soliciting orders for program materials.
- Updated product list received – some Schultz Garden Safe products are no longer less toxic. (Fruit and Vegetable, Houseplant and Garden, Rose & Flower Insect Spray)
- Advertising done in Orchard Supply Hardware’s store ads featuring logo under each less toxic product advertised.
- SMCWPPP sponsorship of Bay Friendly program for this fiscal year at \$250 – this will give us a discount on program materials: Gardening and Landscaping Guides; and our logo on the Bay Friendly website.

### **Portland Conference Highlights: “Nonpoint Source and Stormwater Outreach” sponsored by EPA**

---

- Social Marketing in Tough Times – look for service or product that encourages the behavior you want. Sometimes need observation research (not always a survey) – use this to modify your campaign if not getting the results you were looking for. Always identify the barriers and use these to develop your outreach campaign.
- Rain Barrels as Stepping Stones to Better Stormwater Management – potential to use here? Pacifica okays in some building projects, Brisbane developed handout on – there is residential interest in rain barrels. Our climate is different and don’t have combined sewer/stormwater as other states/jurisdictions that use rain barrels. Best use- outreach tool to educate about other stormwater topics, rain barrels will draw a captive audience.
- Portland Tools – GIS – mapping case studies around metro areas. Project DX tracks local stormwater projects – evaluation and social marketing use (positive peer pressure). Results as motivation for good behavior.

Brochures were passed around from conference on EPA webcasts <http://epa.gov/watershedwebcasts> and Watershed Academy Training Certificate <http://www.epa.gov/watertrain/intro/certprogram.html> as well as sample LID brochures. View presentations here: <http://www.epa.gov/nps/outreach2009/>

### **Announcements**

---

- Shred-It holding community shredding events –recently held in Redwood City through Rethink Waste [www.rethinkwaste.org](http://www.rethinkwaste.org)
- Wet and Wild Summer Camp in Pacifica – 3<sup>rd</sup> year included trash cleanup and diorama use (big hit!)

### **Distribution**

---

New stormwater brochures and Fluorescent Bulb Take Back location brochures were distributed.

**Subcommittee Work That Affects Other Subcommittees:** N/A

**Next Meeting Date:** September 8, 2009 – 10 am to noon at San Mateo County Environmental Health, 2000 Alameda de las Pulgas, San Mateo CA 94403, Atrium Room