

## PIP Subcommittee Report

**Meeting Date:** May 13, 2008

**Subcommittee Action:** It was agreed to reorder and order new promotional items for County Fair.

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

### Kids In Creeks

K-5 Eva presented information regarding Kids in Creeks. Great event with many activities such as rating the health of the creek based on what they find.

*Discussion:* Should we have Kids in Garden as well as Kids in Creeks for future work plan?

### “Backyard to Beaches” Initiative, Community Action Grant Recipient Project Presentation

Guest Speaker: Lynn Adams: Pacifica Beach Coalition, Mini Grant Grantee

The Pacifica Beach Coalition organizes Earth Day and Coastal Cleanup Day to restore pathways, creeks, beaches, and watershed areas. They organize groups to pick up litter on beaches, streets, and parking lots. They have found that most garbage is coming from streets. They use SMCWPP mini grants to help fund these events.

- 2007: 600 participants
- 2008: Earth Day April 19<sup>th</sup>, 55 businesses and 65 community groups participated for a total participation number of approximately 1,400. For 2008 the message is watershed education. A bandana was made with a map of Pacifica and all its watershed locations and where they drain. The bandana was given away during the Earth Day event. Event participation continues to grow, considering adding an “Adopt-a-Block” program.

### County Fair

Low on promotional items and materials. Items To order:

- Stormwater brochures (in development with Santa Clara County)
- Stormwater Activity Books (free from Water Resource Control Board)
- Beneficial Bug Brochure (already ordered through Marin Co.)
- Native seed Packets (California Poppies – our logo and message)
- Pencils
- Fish eraser
- Fish sponge
- Bookmark with website address prominent
- “Don’t Be a Litterbug” Activity book

*Discussion:* Cleaning product recipe bottles, what’s the cost? Idea of using one of Pete’s pictures for the bookmark to advertise our new website. July Training Meeting will include setting up items used at Fair. Question as to what to do with the plastic STOPPP bags? Reuse or Recycle? Consider that bag has old phone numbers printed on it.

### Website Redesign

**April 17** Web Working Group meeting: Ikorb presented six design options.

- Asked questions and provided feedback
- Voted to choose design option
- 2 rounds of edits

### **Website Redesign – continued from page 1**

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**May 8** finalized home page design. Welcome message, Calendar of Events, New Information, Feature Topic, Search Engine

Navigation areas: Community, Business, and Municipalities

**Next steps:** Starting on secondary pages, writing content for pages, and finishing site map.

### **Outreach Events**

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#### **Recent Outreach Events:**

April 19: Marine Science Institute “Earth Day on the Bay”, Redwood City

- Over 1,500 attendees
- Recognized SMCWPPP as a sponsor because part of the mini grant they received was used to purchase green bag giveaways and biodegradable utensils and plates for attendees.
- SMCWPP Logo on signs throughout the event (even in restroom!)

April 22: Visa Employee Earth Day, Foster City

- 10am – 2:30pm
- Over 2,000 employees

#### **Upcoming:**

May 17 City of Belmont’s Spring Garden Fair, Twin Pines Park, adjacent to Ralston and 6th Avenues, 10am to 3pm, “Going and Growing Green” theme. Feature local businesses, nurseries, “green suppliers,” planting and growing experts, landscapers, etc.

May 22 "Senior Fair" at San Mateo Senior Center, American Golf Program for Senior Centers, 9:00 am to 12:00 pm

*Discussion:* San Bruno has an event on June 1<sup>st</sup>. Question regarding the possibility of posting locations that collect sharps on the website due to questions from residents. Question regarding the possibility of using the Pharmaceutical sign for the fair.

### **IPM Updates “Our Water, Our World” Spring Setup**

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**Ordered** new “Beneficial Bugs” brochure in regional order. Color photos (shows larval stage as well as adult stage) and descriptions of 10-most beneficial insects in the garden. Also, has pictures of plants that attract beneficial insects. Ordered 1,000 brochures at 0.24/each \$240

**Stores setup** as of May 12: 8 stores out of 22

1. Check rack, organize fact sheets, note fact sheets that are gone – restock
2. Meet with store managers and leave “Responsibilities”, “Store list”, and “Business card”
3. Label store shelves with shelf talkers

New nursery will have “Bay-Friendly” classes: **Blue Sky Farms**, 3068 N Hwy 1, Half Moon Bay  
Their goal is to use the nursery as a venue to educate the public on Bay Friendly/sustainable landscape and gardening. The nursery will sell California Natives and plants appropriate for summer dry climates. They will be offering classes to the public on the principles of Bay Friendly (sustainable) landscaping/gardening and plan to offer a hands-on composting class. Sarah provided fact sheets, rack, and Bay Friendly Gardening and Landscaping Guides to the owner to use in classes.

#### **Upcoming Meetings**

May 20: Bay Friendly Landscaping and Gardening Regional Coalition, San Jose



**Review New “Tips for a Cleaner Bay” General BMP Book**

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Edits and changes suggest to CII subcommittee

#1 Page 2 add "Pacific Ocean" or "Ocean", to where storm drains lead: "Storm drains lead directly to creeks, the Bay, and Pacific Ocean.

#2 Page 7 [www.bayfriendly.org](http://www.bayfriendly.org) is a shorter url for Follow Bay Friendly Landscaping and Gardening Program practices. Visit...

*Discussion* on the Green Business section, but it was agreed we should leave it in as is.

**Other Discussion**

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Regional Board Update: They will be responding to comments in the middle of the month and they will present to the board in October.

**Subcommittee Work That Affects Other Subcommittees:** CII, “Tips for a Cleaner Bay” BMP edits

**Next Steps:** Sarah will order promotional items and materials for the County Fair. Website redesign project will be finished by the end of June.

**Next Meeting Date:** July 8, 2008 – 10:00 a.m. to 12 Noon