



SAN MATEO COUNTYWIDE
Water Pollution Prevention Program
Clean Water. Healthy Community.

PIP SUBCOMMITTEE MEETING
September 21, 2010 -10AM to Noon
Foster City Community Center (Port Room)
1000 East Hillsdale Blvd., Foster City, CA 94404

Agenda

Item	Time	Presentor
1 Introductions, Review Meeting Notes	10:00-10:05	Mike McElligott
2 Sarah's Upcoming Leave Outcome: Short update on what's ahead for PIP management during Sarah's leave.	10:05-10:10	Sarah Schrader
3 Community Action Grant Outcome: Update on upcoming October notification and November deadline. Ask for volunteers to read through applications & decide winners. Workplan: C.7.g Citizen Involvement Events (pg 5)	10:10-10:30	Sarah Schrader & Elizabeth Claycomb
4 School Outreach Update Outcome: Inform members about the status of the school assembly sign-ups and High School Outreach planning. Workplan C.7.h School-Age Children Outreach (pg 5-6)	10:30-10:45	Sarah Schrader
5 Coastal Cleanup Day Outcome: Update members on this weekend's upcoming event. Workplan: C.7.g Citizen Involvement Events (pg 5)	10:45-10:55	Mary Bell Austin
6 Regional Ad Campaign Outcome: Inform members of the status of the BASMAA meetings. Workplan: C.7.b Advertising Campaigns (pg 2)	10:55-11:05	Sarah Schrader
7 Car Wash Business Partnership Outcome: Inform members about site visits to businesses and get feedback on discount card. Workplan: C.7.e Public Outreach Events (pg 4)	11:05-11:25	Sarah Schrader
8 Mercury Recycling Efforts Outcome: Inform members of ways to partner with the County Universal Waste Program. Workplan: C.11.a. Mercury Collection & Recycling (not part of the PIP workplan)	11:25-11:45	Mary Bell Austin
9 Postcard Distribution Outcome: Distribute Community Action Grant notification postcard.	11:45-12	All

Next Meeting: Tuesday, November 9, 2010 - 10:00 a.m. to 12 Noon

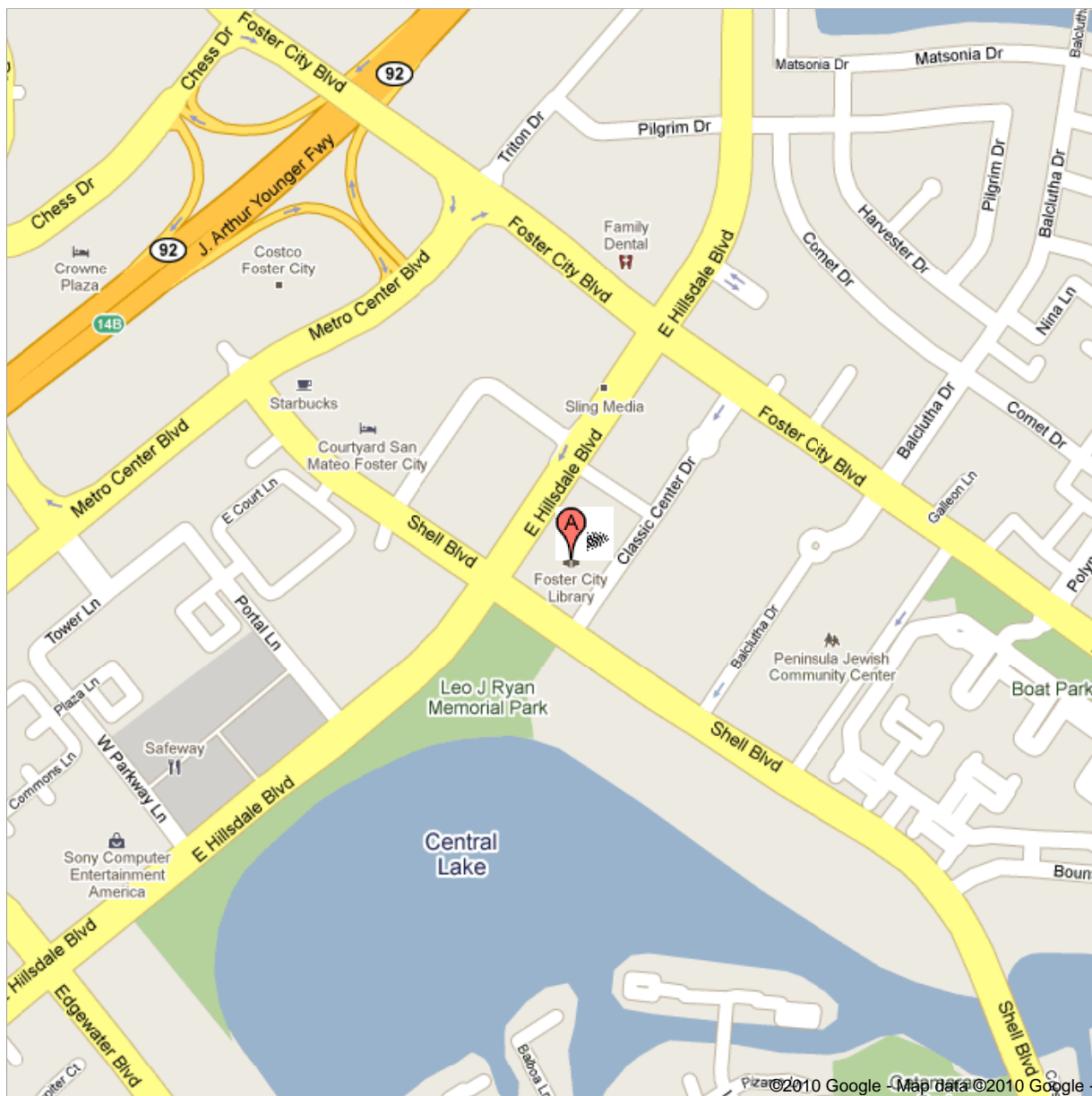


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Foster City, CA 94404

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Public Information and Participation Subcommittee				FY 2010-2011					
AGENCY	NAME	ALTERNATE	PHONE	Jul-10	Sep-10	Nov-10	Jan-11	Mar-11	May-11
Atherton	Tiffany Telles		752-0544						
Belmont	Jozi Plut	Diane Lynn	595-7425	1					
Brisbane	Matthew Fabry (Program Coordinator)		415-508-2134	1					
Burlingame	Kiley Kinnon	Eva C. Justimbaste	342-3727	1					
Colma	Muneer Ahmed	Joshua Rawley	757-8888	1					
Daly City	Ward Donnelly	Leslie P.	991-8200	1					
East Palo Alto	John Latu		853-3165	1					
Foster City	Mike McElligot		286-3546	1					
Half Moon Bay									
Hillsborough	Rachelle Ungaretti		375-7444	1					
Menlo Park	Regina Wheeler	Virginia Parks	650-330-6763	1					
Millbrae	Shelly Reider	Krista Kuehnhackl	259-2444	1					
Pacifica	Lizzy Claycomb		738-7361	1					
Portola Valley			851-1700 x 14						
Redwood City	Marilyn Harang	Beth Ross	780-7477	2					
San Bruno	Jim Shannon		616-7046						
San Carlos	Jill Lewis		802-4361	1					
San Mateo City	Vern Bessey	Alan Atwater	522-7342						
San Mateo County	Carole Foster			1					
South San Francisco	Daniel Fulford	Shoshana Wolff	829-3881	1					
Woodside	Gratien Etchbehere		851-6790						
Environ. Health	Sarah Schrader		373-6245	1					
Environ. Health	Mary Bell Austin		373-6259						
Environ. Health	Ana Clayton		373-6214	1					
Environ. Health	Mae Gardner		373-6291	1					
Public:									
TOTAL IN ATTENDANCE				19	0	0	0	0	0

DRAFT
Public Information and Participation Subcommittee Meeting Summary
Foster City Community Center

Meeting Date: July 13, 2010

Subcommittee Action: N/A

Requested Technical Advisory Committee Action or Feedback/Guidance (if any): None.

Other information/Announcements:

- **2009/2010 Annual Report Guidance.** For Provision C.7 Public Information and Outreach and the Pesticide Outreach section in Provision C.9. Most sections you will just need to provide the guidance text that states that this requirement fulfilled by SMCWPPP or BASMAA. The guidance text was sent out by Fred Jarvis to the TAC subcommittee email list on June 29, 2010, subject: 2009-2010 Annual Report Forms. The three sections that will need to be filled out with local information are:
 - C.7.d. Stormwater Point of Contact, provide local phone number and website. Also provide text in guidance regarding the flowstobay.org website.
 - C.7.e. Public Outreach Events: number is based on your city/town population. Environmental Health staffed 2 countywide events: Coastal Cleanup Day, and the Home Show that you can take credit for. In addition, some cities had additional events covered by Environmental Health and should have received an Event Debrief after the completion of the event – these count as credit towards your total.
 - C.7.g. Citizen Involvement Events: number required is based on your population. Coastal Cleanup Day counts as one event.
- **Green Gardener Pilot Training Program.** Beth Ross, Environmental Initiatives Manager for the City of Redwood City, presented on the success of the landscaper training program. 84 students graduated from the program in May 2010. Success due to multiple partnerships with BAWSCA, BAGA, City of Redwood City, City of Menlo Park, and SMCWPPP. Goal of program is to expand it Countywide, and work with a city in the northern part of the County to make available the introduction class, and have a second class in Redwood City that is intermediate. Also looking into the possibility of partnering with the Santa Clara County program. List of certified Green Gardeners are posted on the City of Redwood City website.
- **Environmental Resource Guide and Watershed Forum Survey.** 42 groups researched; 3 groups declined to be in guide; 39 groups listed on the online guide http://www.flowstobay.org/cs_env_resource_guide.php 21 groups completed the online survey: 90.5% interested in attending a one-day San Mateo County-wide Watershed Forum. When asked the best month to attend a forum, the respondents said January, February, or November would be the best month, and that Thursday would be the best day of the week, followed by Tuesday or Wednesday. When asked, “Which topics would be of interest to you at a future Watershed Forum?” 83.3% Creek/shore cleanups, 77.8% Riparian Restoration activities, 72.2% General Public Outreach including recruiting volunteers, and 66.7% stated Community Grants, as the most popular topic options.

64.7% of the respondents would be interested in presenting on those topics. When asked what the organization's needs are, the overwhelming response was funding followed by volunteers. The Resource Conservation District stated that they would be interested in co-hosting and helping to coordinate a Watershed Forum, as that is part of their mission, and they have hosted other watershed forums in the past.

- **Stormwater Outreach Events.** A handout with the required number of outreach events per city based on population was given out. Environmental Health will staff events in Daly City (2), Redwood City, San Bruno, San Mateo, So. San Francisco, and Unincorporated County, based on those cities higher number of event requirements. Environmental Health will staff events in three other cities by request/need, or in two other cities and one countywide event (possibly the Maker Faire in April). Discussion on whether certain cities can take credit for outreach done in other cities if population attends event. Decided that as long as there is an equivalent amount of advertising and effort put into place by that municipality in getting residents to attend event, could possibly qualify (for example, Fog Fest, in Pacifica, if residents from surrounding communities attend).
- **Coastal Cleanup Day Coordination.** This year event will be held one week later, on the fourth Saturday of September (instead of the 3rd). Ana Clayton will remain the Coordinator. New sites for this year include: Bidwell Bayfront Park, Colma Creek, and Foster City cleanup by Gilead. Schools will also have the opportunity to participate the Friday before the event, to cleanup school yard and surrounding neighborhood. The only cities/town's that do not have a cleanup scheduled are Woodside, Portola Valley, Hillsborough, and Atherton. Suggestion that check with them to see if they would like to include their "Trash Hot Spots" in the cleanup event.
- **Zun Zun School Assembly Student Survey Results.** 225 Surveys sent out to classrooms, 62 surveys mailed back, 29% response rate on the Post-Assessment survey. 86% knew that water that flows into storm drains is discharged to the Bay, Pacific Ocean, and creeks. Top responses for ways to keep water clean: no trash in storm drain/don't litter/pickup trash, car wash with no/less soap, no oil in the storm drain, tie knot in bag so it doesn't fly away, and recycle. Top responses for what they liked about the performance: instruments, fish flying, songs, dances, and student participation. Top responses for what they didn't like: Nothing, dancing was embarrassing, make it longer because it was fun.
- **Business Car Wash Brochure.** CII work group likes the residential tip card, and would like to use same format for a business bmp to give to businesses with fleet vehicles. CII work group will work on draft text, would like PIP input. Goal: printed by end of this fiscal year. Discussion on what should be included in tip card: include general information on where to purchase equipment (wash pads, mobile berms, etc) and the cost.

Subcommittee Work That Affects Other Subcommittees: N/A

Next Steps: Sarah Schrader will post a link to the list of certified Green Gardeners on the flowstobay.org website. Sarah Schrader will follow-up with the Resource Conservation District regarding partnership opportunities in hosting a Watershed Forum. Ana Clayton will check with Woodside, Portola Valley, Hillsborough, and Atherton on the possibility of including their Trash Hot Spots in the Coastal Cleanup Day event. Sarah Schrader will continue to work with the CII Work Group on the development of a Car Wash BMP for businesses.

Next Meeting Date: September 14, 2010 in Foster City