



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

**PIP SUBCOMMITTEE MEETING**  
**September 20, 2011 -10AM to Noon**  
**City of Millbrae (Chetcuti Room)**  
**450 Poplar Avenue, Millbrae CA**

**Agenda**

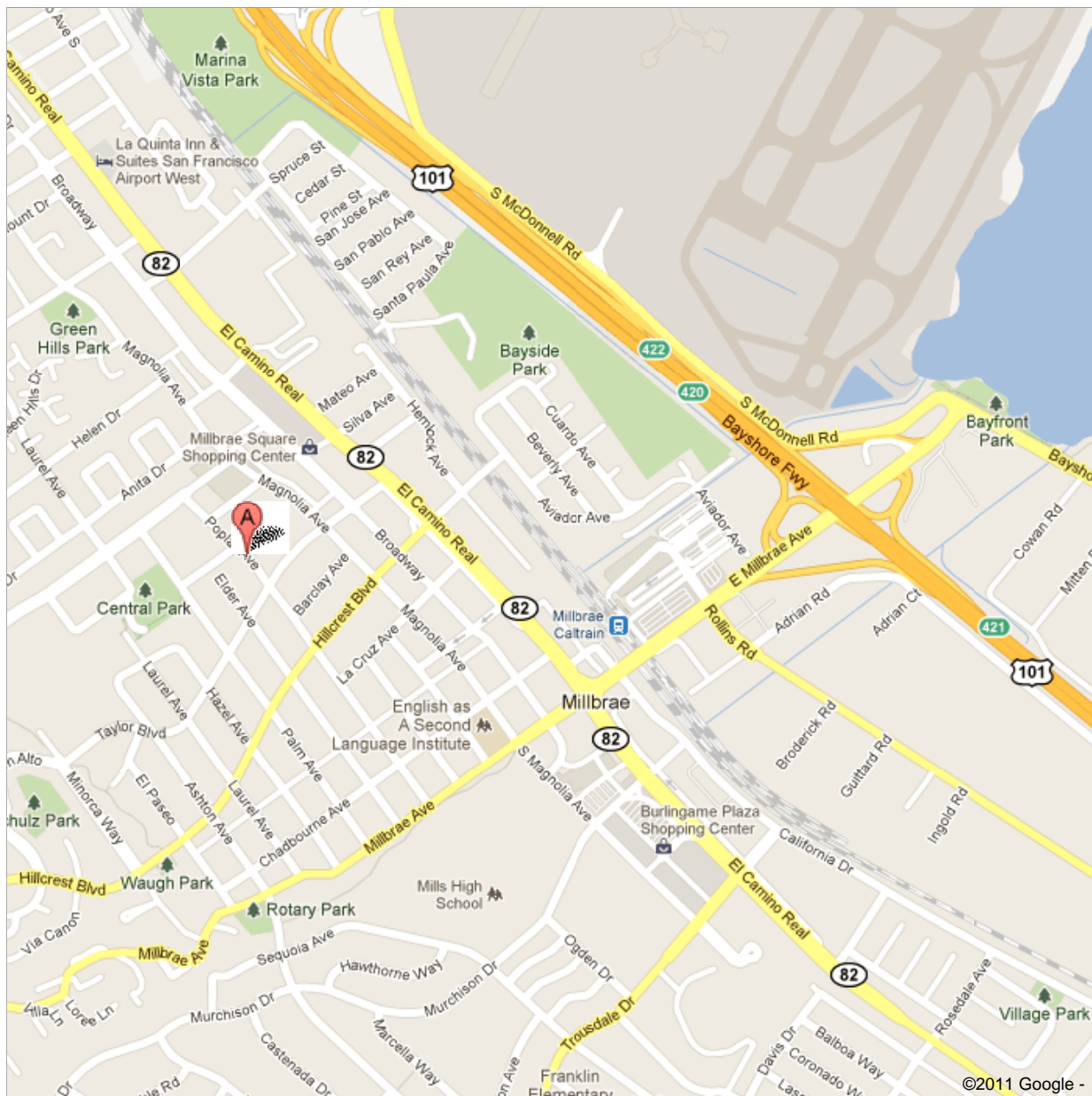
	<b>Item</b>	<b>Time</b>	<b>Presenter</b>
<b>1</b>	<b>Introductions, Review Meeting Notes, Announcements</b>	10:00-10:05	S. Reider
<b>2</b>	<b>Plastic Bag Ban</b> Outcome: Discuss current County and municipal efforts related to the banning of plastic bags. An update will be presented by staff from the San Mateo County Board of Supervisors.	10:05-10:50	Guest Speakers
<b>3</b>	<b>Coastal Cleanup Day Coordination</b> Outcome: Inform members of the preliminary results of the September 17 <sup>th</sup> county-wide event. <i>Workplan: C.7.g Citizen Involvement Events (pg 4)</i>	10:50-11:00	M. Austin
<b>4</b>	<b>Community Action Grant</b> Outcome: Discuss Changes to Application Process and Forms <i>Workplan: C.7.g. Citizen Involvement Events (Pg 4)</i>	11:00-11:05	E. Claycomb
<b>5</b>	<b>Regional Ad Campaign</b> Outcome: Update members on status of the Regional Ad Implementation Plan, Regional Media Relations, and OWOW program <i>Workplan: C.7.b. Advertising Campaigns (Pg 2)</i>	11:05-11:10	T. Swillinger
<b>6</b>	<b>Stormwater Outreach Efforts</b> Outcome: Update members on status of car wash outreach and school outreach programs. <i>Workplan: C.7.e Public Outreach Events (pg 3)</i>	11:10-11:15	T. Swillinger
<b>7</b>	<b>2011-2012 PIP Workplan</b> Outcome: Discuss aspects of new workplan as it pertains to website, car wash outreach and pest control operator outreach programs.	11:15-12:00	Committee

**Next Meeting: Tuesday, November 8, 2011 - 10:00 a.m. to 12 Noon in MILLBRAE**



Address **450 Poplar Ave**  
**Millbrae, CA 94030**

Notes PIP Meeting  
10:00 AM to Noon  
Chetcuti Meeting Room



Public Information and Participation Subcommittee				FY 2011-2012					
AGENCY	NAME	ALTERNATE	PHONE	Jul-11	Sep-11	Nov-11	Jan-12	Mar-12	May-12
Prog. Coordinator	Matthew Fabry		415-599-1419	1					
Atherton	Tiffany Telles		752-0544						
Belmont	Diane Lynn		595-7425	1					
Brisbane	Shelley Romriell		415-508-2128						
Burlingame	Kiley Kinnon	Eva C. Justimbaste	342-3727	1					
Colma	Muneer Ahmed	Jason Chen	757-8888	1					
Daly City	Ward Donnelly		991-8200	1					
East Palo Alto	John Latu		853-3165	1					
Foster City	Mike McElligot		286-3546	1					
Half Moon Bay	Muneer Ahmed	Mo Sharma							
Hillsborough	Rachelle Ungaretti		375-7444						
Menlo Park	Rebecca Fotu	Regina Wheeler	330-6765						
Millbrae	Shelly Reider	Krista Kuehnhackl	259-2444	1					
Pacifica	Lizzy Claycomb		738-7361	1					
Portola Valley	Howard Young		851-1700 x 14						
Redwood City	Marilyn Harang		780-7477						
San Bruno	Jim Shannon		616-7046						
San Carlos	Jill Lewis		802-4361	1					
San Mateo City	Shelli St. Clair		522-7342	1					
San Mateo County	Carole Foster		599-1448	1					
S. San Francisco	Daniel Fulford	Shoshana Wolff	829-3840	1					
Woodside	Gratien Etchbehere		851-6790	1					
<b>TOTAL IN ATTENDANCE</b>				<b>13</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

PIP Consultants:

Environ. Health	Waymond Wong		372-6248	1					
Environ. Health	Timothy Swillinger		372-6245	1					
Environ. Health	Mary Bell Austin		372-6259						
Environ. Health	Ana Clayton		372-6214	1					
Environ. Health	Mae Gardner		372-6291						

**\*DRAFT\***

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

**Meeting Date:** July 12, 2011

**Subcommittee Action:** Approval of minutes for March 15 meeting. Approval to recommend funding request to BASMAA of \$15,000 to support preliminary efforts of SF Bay Partnership Campaign.

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

**Other information/Announcements:**

- **San Francisco Bay Partnership Campaign.** The partnership met on June 7. Topics discussed included campaign scope, establishing a decision-making structure, planning for funding, and a campaign schedule and pace. **Funding.** SFEP has committed 5k, with hopes of getting 30k from BACWA/BASMAA. BASMAA was given a presentation on June 23 which includes the briefing that is included in the agenda packet for today's meeting, along with a letter of support from RWQCB. An amount of \$15,000 was requested and approved by BACWA, but BASMAA has requested more information on how the money will be spent. Of concern to SMCWPPP is how to support the campaign using existing money that has already been earmarked for specific tasks for Environmental Health over the next three years. The campaign goal is to use the 35k to make enough progress to allow the campaign to pursue and win other large grant opportunities to keep it moving forward, without having to come back to ask for more funding. **Branding.** Using a target budget of \$25-50k, a branding exercise will take place that includes reviews with a large group- it would include the words, look, and feel of the umbrella "one bay, one brand" with consideration for sub-campaigns such as OWOW, but not including sub-campaign design. Strategies for brand development will be compared: the "consultant vs. contest." In contrast to undertaking a consultant-based branding approach, the group is considering crowd-sourcing (via a contest) the campaign tagline. The overall goal is to find a way for a regional brand to work in conjunction with existing brands and programs to give outreach efforts a longer life span. The campaign is hoping to tie into the BASMAA litter campaign that is preparing for launch. **Scope.** Meeting the outreach requirements of the MRP will be a key driving factor in the sub-campaigns under the regional brand. **Structure.** The decision-making structure being considered centers around a core outreach Working Group of around 5 people with expertise in marketing, PR, social media, including any consultants. The group would reflect a balance of stormwater and wastewater interests. Directing the working group would be the Steering Committee, comprised of 25-30 permitted partners who want be active in the campaign's direction. There would be an executive group to the Steering Committee comprised of lead funding agencies and would act as a fiscal agent. The overall Partnership would be made up of all Bay area stormwater and wastewater agencies, which will use their developed channels to support campaign messages. An online "toolbox" would be created so members would have access to materials to use locally. An "Econet" of non-governing organizations with interest in the campaign would be invited to participate in providing support and message dissemination. **PIP meeting.** Today's PIP meeting was attended by Cheryl Wessling of the City of San Jose, who presented a summary of the campaign. PIP decided to recommend to BASMAA the approval of the funding request and to continue participation in the campaign. Concerns raised include making sure outreach efforts satisfy the MRP; ensuring that outreach efforts include non-English language components; choosing a brand that will encompass the ocean as well as the bay. Cheryl can be reached at [Cheryl.Wessling@sanjoseca.gov](mailto:Cheryl.Wessling@sanjoseca.gov) or (408) 975-2552.

- **Report on Outreach Events FY 2010-11.** Since the last PIP meeting, EH has done the following events: *Maker Faire, May 21-22*: The theme for this event was how to make household non-toxic cleansers. People visiting the booth were given recipe rings for non-toxic cleansers, and if they provided their zip code and chose a pledge they could draw a ticket for a chance to win a non-toxic household cleaning ingredient. Spray bottles, lemons, Bon Ami, baking soda, and white vinegar were given away as prizes. Many people commented on how they were so glad to find these recipes, and had been looking for this information. Many of the people who did attend our booth were environmentally minded and very motivated to know what they could do to reduce pollution. A list of seven pledge choices were offered, including recycling of batteries, fluorescent bulbs, motor oil, household chemicals, as well as using less toxic cleansers and pest/ weed control and proper car washing. Many people said they already do all the things on the list. Of the pledges offered, the pledge to recycle batteries was chosen more than any other. Over 1,000 people were spoken to during the entire two day event. Exact numbers were hard to count, because several times on both days the booth was overwhelmed and staffers were fully engaged. 221 people provided zip codes for the survey, 24.4% were from San Mateo County. County residents that were identified were given extra attention in terms of educating them on county programs and providing them with car wash discount cards. The cost of the event is \$25 for adults, and with parking at \$17. A family discount that was offered of 5 people for \$50. A family of 5 would spend \$67 to get in to the faire and still need to purchase food which ranged from \$6-10 per item. It should be noted that low income people would not likely attend this event, and therefore not benefit from our outreach. Parking and access was the most challenging part of the logistical planning. While parking was not an issue during set-up days, no free parking during the event is provided for exhibitors. Exhibitors are offered one discounted parking pass for the entire weekend regardless of how many people are working at the exhibit. The cost of parking for the general public is \$17, and with the discount it is \$10. All other staff must pay full price for parking, or use free lots up to 15 minutes away by foot. *Daly City Farmers Market, June 2<sup>nd</sup>*. Excellent turnout. Many school groups came through on field trips so a lot of children were also reached. Booth count: 266. *San Mateo County Fair: June 11<sup>th</sup> -19<sup>th</sup>*. The Sustainable Living coordinator for the San Mateo County Fair offered a table to set up materials at no cost, but no staffing was committed to this event. A full sheet of the recipes used for the non-toxic cleaning supplies recipe book were printed- 200 of them- they were all gone at the end-very popular. Approximately 75-100 of each of the other materials were taken by fair visitors. *Coastside Farmer's Mkt, Half Moon Bay, June 25<sup>th</sup>*. Good turnout, also promoted upcoming HHW collection day in the area. Booth Count: 110. **Summary of Events for 2010-11** Environmental Health conducted the following public Outreach Events for the 2010-11 year:

- CSM Farmer's Market, San Mateo, August 14.
- Fair Oaks Community Event, Unincorporated, August 22
- Oil Filter Collection Event, (with Used Oil Program) South San Francisco, April 8 and 9.
- Marine Science Institute Earth Day by the Bay, Redwood City, April 16.
- Oil Filter Collection Event, San Mateo (with Used Oil Program), April 29 and 30
- Operation CleanSweep, San Bruno, May 7
- Maker Faire, Countywide, May 21-22
- Daly City Farmer's Market, June 2
- San Mateo County Faire, Non-staffed tabling, June 11<sup>th</sup>-19<sup>th</sup>
- Coastside Farmer's Market, Half Moon Bay, June 25

**In addition, the following private outreach events were staffed:**

- Teacher's Resource Fair, SMCOE Redwood City, September 29
- Master Gardner Training Class, October 6
- Visa Earth Day event, April 14 (with Used Oil Program)

**FY 11-12** Please let us know what your outreach event needs are as soon as possible. We will conduct approximately 10 one-day events during the year, on a first come first served basis.

- Coastal Cleanup Day:** This year's event will be held on Sept. 17, 2011 from 9am to noon. New artwork will be distributed by the Coastal Commission in August. Most existing sites from last year are participating again this year, and a few are pending. One new site captain has been added: Coastside Land Trust, which will focus on downtown Half Moon Bay area and Pilarcitos Creek. Other potential new site captains are pending. The outreach plan for this year, in addition to promoting the website, include a theme of "Step Up to Clean UP, Work Out as You Help Out" surrounding the idea of getting people involved through recognizing the health benefits of exercise in the process of performing a cleanup. Kaiser has donated 600 pedometers as giveaways, and more donations are still being sought. Site captains will be asked to think of some type of workout at their location, for example yoga at the beach, to supplement cleanup activities on that day. Environmental Health will also work to continue school participation the week of Coastal Cleanup Day. There will be a web page dedicated to them. Another element of the event includes the creation of a litter club that volunteers can sign up for by making a pledge and supplying their email address. They will get a set of blue colored gloves imprinted with the name of the club, and will be given a business card acknowledging their membership with website information and links for them to send in photos of any ongoing cleanup activities that take place after Coastal Cleanup Day. Obtaining names and email addresses of club members will ultimately lay the groundwork for SMCWPPP to participate in the upcoming BASMAA litter campaign which calls for public involvement on a local level. Ideas were solicited from PIP committee members for names of the club. Materials that will be supplied by the Coastal Commission for the event include postcards, posters, gloves, and bags to be supplied at the beginning of August. Environmental Health will also continue to encourage volunteers to bring their own bucket or bag. Methods of promotion of the event will include postcards, posters, a P2 Newsletter article, posting on twitter, web posts, and poster of trash collection photos on the web site.
- Regional Ad Campaign.** For the *litter campaign*, The BASMAA Board of Directors approved as complete the Regional Outreach Strategic Plan. SGA has nearly completed revisions to the litter implementation plan, including the presentation of the sub-budgets and additional details on tasks. SGA will soon recirculate the plan for final recommendation. Emails will be sent out soliciting comments so please watch for them. For the *pesticide campaign*, what was originally envisioned by BASMAA is on hold for budget reasons, SF Estuary Project created a proposal for a campaign on the topic of pyrethroid use and ants with assistance from SGA. In mid-June, the Dept. of Pesticides Regulation approved full funding (\$200,000) of the SFEP proposal. BASMAA's PIP and other pesticide-interested agencies will be involved in rollout. SGA will continue as the consultant providing implementation services on the ant campaign, which is scheduled to launch in Fall 2012.

***Regional Media Relations*** – O'Rorke issued 3 press releases this spring: one on choosing IPM certified pest control operators, one on ant control, and one on litter. Final versions of these and all other releases for the year will be summarized in a report on the project that can be used in the FY 10-11 annual report. ***OWOW:*** Eleven applicants selected to be trained and mentored as IPM Advocates for Retail Stores will start their classroom training in early June and finish in late July. The advocates will work in partner stores for 8 months. The company that makes Sluggo is making good inroads at Home Depot thanks to the OWOW program, and now other companies are vying for shelf space. Environmental Health approached BASMAA PIP group about the problem of disappearing racks and materials at Home Depot stores across the county, and it was found that most everyone has had this problem in their jurisdictions. We told the committee that we would like to see some communication from Home Depot corporate, and that the existing letter of support does not go far enough to focus on the problem. Annie Joseph, the OWOW consultant, reiterated that Home Depot stores require many more visits per year, we need to fight for our space, and need close contact. She strongly recommends no scale down of implementation as so much work has gone into getting them to agree to the program as it is. Annie will be working with the PIP chair Geoff Brousseau to develop communication from corporate to its stores to end this problem. In the meantime, as we prepare for site visits, we will begin with Home Depot Stores in late summer/early fall, and plan to start by contacting the floor managers to talk about problems and solutions. We will then Re-label the racks we have with more official looking emblems and warnings not to remove, request that the rack be cabled and locked to the shelf,

reload racks with less flyers with a plan to visit more often, replace missing shelf talkers, and make as much contact as possible with floor staff to build a relationship. We will then continue on to other stores in the partnership, and come back around to Home Depot as we finish up with the other stores. (We have a new store in the program: Wisnom's Hardware in San Mateo.) Then we will make an effort to visit Home Depots every 4-6 weeks. If our efforts do not result in improvement in these stores, and the communication from corporate does not change what is happening, we may consider informing Home Depot of that we will pull out from their stores and no longer promote them as a location for less toxic pest control products, and possibly consider approaching Lowes in San Mateo County.

- **Community Action Grant.** This topic was shelved until the next PIP meeting. It will involve a discussion of changes to the grant application process.
- **National River Cleanup Day.** San Mateo County Public Works and the City of South San Francisco teamed up on National River Cleanup Day on May 21 to do a cleanup of Colma Creek. Not very many volunteers showed up, and there was not a lot of time to do outreach for the event. However, they did manage to collect 4 cubic yards along 1,000 feet of stream. There is still a lot of trash there, which will be a focus during Coastal Cleanup Day. The site will be featured as a prime location for volunteers during that event. Belmont also did a cleanup on the Friday before, May 20. It was noted that by comparison, Santa Clara County participated in National River Cleanup Day to the level that we conduct Coastal Cleanup Day, and they yield an estimated 21,000 pounds of trash and 2,700 pounds of recyclables. The committee discussed possible ways to expand National River Cleanup countywide, and agreed to have a focus group discuss options as they relate to the workplan with Environmental Health. The topic will be on the agenda for the next PIP meeting.
- **Plastic Bag Ban.** There is not a countywide consensus at this time regarding implementing a ban on plastic bags. A recent poll of city managers conducted by Recycleworks resulted in some city councils are interested, including Belmont, Burlingame, Daly City, Half Moon Bay, Pacifica, San Carlos, San Mateo, and South San Francisco. Other cities would like more information, and there is some concern over the cost of conducting an EIR. C/CAG was approached by Gina Papan about possibly financing an EIR, which is being considered pending a review of the costs. If any PIP members have input regarding this, please contact Matt. One possibility being explored is that cities could possibly get credit toward trash load reduction quotas by having a bag ban in place. The cost of meeting trash load reduction quotas vs. the cost of the bag ban should be considered in this scenario. This topic will be on the next meeting agenda in order to continue the conversation.
- **Car Wash Outreach** As of June 30, 4,600 car wash discount cards have been distributed through PIP members, Environmental Health staff, outreach events, and phone and email requests due to web site and newsletter publicity. EH collected cards from nearly all car washes on May 4 and again on July 6 for a total of 104 cards returned so far. The cards are numbered for tracking purposes, showing that of the total cards that have been distributed, only 2.2% have been used. Some partners speculated the late rains delayed people needing car washes. Of the 11 car washes, the most have come back from South City Car wash, a total count of 40 or 38.4%. More cards have come back from distribution by PIP members than have come back from outreach events. EH will collect another round at the end of August, and will report results at the next PIP meeting.
- **School Outreach.** Surveys were conducted for both the High School and Elementary School Outreach Programs. For the ***High School program***, conducted by Rock Steady Science, a survey is handed out to the students at the end of the presentation. It consists of 5 questions, 3 of which involve a rating system with a narrative response, and 2 open-narrative response questions. The rating system on the first three question uses a scale of 1-5, with 1 reflecting a response of strongly disagree and 5 representing strongly agree. A total of 470 surveys were returned. The first question contains the statement "I learned something new about cars and how they pollute the bay and ocean". Over 93% rated this 4 or better, with roughly 5% giving it a neutral rating of 3, leaving 1.7% giving a rating of 2 or less. Some of the comments related to this question include:(*I learned that*) "*batteries, motor oil, anti-freeze and car soap must be properly disposed.*" "*40% of water pollutants come from car oil*" "*it*

*is important not to litter or throw trash around, or oil or soap- basically something that is not water because it will go in the water drain and through to the ocean- it is not good at all.*” The second questions contained the statement “I learned new ways to protect San Mateo County watersheds”. Over 86% rated this 4 or better, with roughly 10% giving it a neutral rating of 3, leaving roughly 4% giving it a rating of 2 or less. Some of the comments related to this question include: *(I learned that) “green streets can protect the watersheds, and to use alternatives to driving” “where and how to dispose of waste” “Don’t dump anything in the drains” “to wash my car at a commercial car wash”* The third question contained the statement “I would recommend this presentation to my friends” Over 90% rated this 4 or better, with nearly 8% giving it a neutral rating of 3, leaving roughly 2% giving it a rating of 2 or less. The fourth was a narrative answer question: “How will you apply the lessons that you learned in this presentation...” Some answers included *“I will properly dispose of car materials, paints, and other toxic solutions” “I will inform my parents and friends about maintaining a car and keeping it in check” “I won’t wash my car in the street”*. The fifth and final question offered a space to add any other comments. Some comments include *“need some video or animation that may spur imagination” “well done presentation” “I really appreciate Doug coming in today because I never heard or knew of this before.”* Overall it appears that the program is successful in reaching the kids, they are responding favorably, and appear to be getting the primary messages. For the **Elementary Program**, conducted by the Banana Slug String Band, surveys were sent to each school, and 17 of 27 schools responded. In all, 1354 of nearly 9000 students were surveyed with 4 questions. The first question asked students to choose an answer of where water goes when it enters a storm drain. 83.6% said it flows directly to the Bay or ocean, 12% said it gets cleaned at a treatment facility and then goes to the Bay or ocean, and 4% had other responses that varied. The second question was open ended and asked them to describe what they learned about ways to keep water clean. The most common answers referred to recycling, reducing waste, using reusable bags, using phosphate free soap, not littering, and not putting chemicals down the storm drain. The third and fourth questions asked what they liked and disliked about the performance, respectively. Most students said they liked the songs and singing, and the majority liked it overall. Both programs are scheduled to continue during the 2011-12 school year.

- **Announcements:** Shelly Reider of the City of Millbrae has volunteered to chair the 2011-2012 PIP meetings. Starting in September **PIP meetings will be held in Millbrae**, and specific locations and a map will be supplied with the next agenda packet approximately one week before the meeting. The meeting in September will be held **one week later than usual** to accommodate the Annual Report due date of September 15. An **Annual Report Training** will take place July 20, from 9-12 at Brisbane City Hall. The PIP portion of the training will take place immediately after the 10:30-10:45 break.
- **Subcommittee Work That Affects Other Subcommittees: None.**

#### **Next Steps:**

- Environmental Health will continue to participate in SF Bay Partnership Campaign. Future discussions will take place regarding budget for attending meetings.
- PIP members will let Environmental Health know of their outreach needs for 2011-12
- Environmental Health will follow up with BASMAA for support in confronting Home Depot Corporate offices with the problem of disappearing materials.
- M. Fabry, C. Foster, D. Fulford and Environmental Health will meet to discuss ways to expand involvement in National River Cleanup Day.

**Next Meeting Date:** September 20, 2011, from 10-12 at 450 Poplar St., Millbrae