



SAN MATEO COUNTYWIDE
Water Pollution Prevention Program

Clean Water. Healthy Community.

PIP SUBCOMMITTEE MEETING
March 11, 2014 -10:00 AM to 12:00
City of Belmont
Agenda

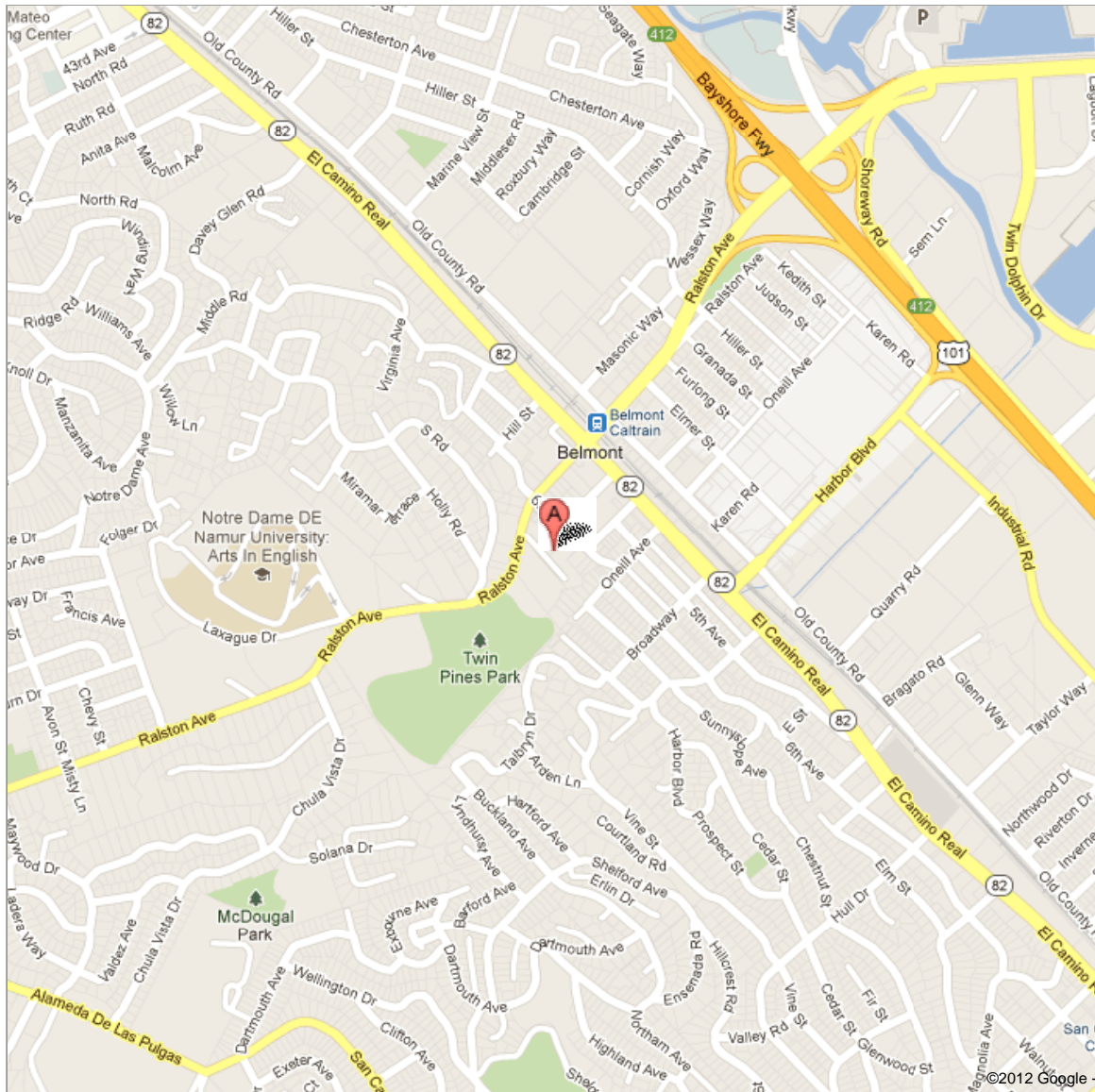
| | Item | Time | Presenter |
|----------|--|-------------|---|
| 1 | Introductions, Review Meeting Minutes, Announcements Outcome: Approve minutes from previous PIP meeting. | 10:00 | D. Lynn, City of Belmont; Environmental Health |
| 2 | School Outreach Report and Presentation Outcome: Update the committee on recent school outreach efforts, and present the winner of the STEM special award. <i>Workplan: C.7.h School-aged Children Outreach, (pg.5)</i> | 10:10 | Environmental Health |
| 3 | Website and Social Media Update Outcome: Update the committee on latest social media statistics and programs and Instagram. <i>Workplan: C.7.d Stormwater Point of Contact (pg. 3)</i> | 10:20 | Environmental Health |
| 4 | Watershed Groups Team Effort Outcome: Update the committee on the Team Effort Campaign. <i>Workplan: C.7.f Watershed Stewardship Collaboration (pg.4)</i> | 10:40 | Environmental Health |
| 5 | Spring Outreach Events Outcome: Discuss spring outreach events and the Countywide Event. <i>Workplan: C.7.e Public Outreach Event (pg.3)</i> | 10:55 | Environmental Health |
| 6 | Regional Campaigns Report Outcome: Update members on Litter and Pesticide campaigns and Regional Media Relations. <i>Workplan: C.7.b. Advertising Campaigns (pg. 2)</i> | 11:15 | Environmental Health |
| 7 | Litter Campaign Update Outcome: Introduce new local anti-littering campaign and solicit input. <i>Workplan: C.7.g. Citizen Involvement Events, (pg.5)</i> | 11:30 | Environmental Health |
| 8 | 2014-2015 PIP Chair Outcome: Select PIP Chair for 2014-15 | 11:50 | Committee |

Next Meeting: Tuesday, May 13, 2014 - 10:00 a.m. to 12 Noon, Belmont (EOC, 2nd fl)



Address **1 Twin Pines Ln**
Belmont, CA 94002

PIP Meeting 10:00-12:00
Belmont City Hall
EOC Training Room, 2nd Floor



| Public Information and Participation Subcommittee | | | | FY 2013-2014 | | | | | |
|---|--------------------|--------------------|---------------|--------------|--------|--------|--------|--------|--------|
| AGENCY | NAME | ALTERNATE | PHONE | Jul-13 | Sep-13 | Nov-13 | Jan-14 | Mar-14 | May-14 |
| Prog. Coordinator | Matthew Fabry | | 415-599-1419 | 1 | | | | | |
| Atherton | Andrea Mardesich | | 752-0544 | 1 | 1 | 1 | | | |
| Belmont | Diane Lynn | | 595-7425 | 1 | 1 | 1 | 1 | | |
| Brisbane | Shelley Romriell | Diane Cannon | 415-508-2128 | 1 | | | | | |
| Burlingame | Stephen Daldrup | Eva Justimbaste | 342-3727 | 1 | 1 | 1 | 1 | | |
| Colma | Muneer Ahmed | Jason Chen | 757-8888 | 1 | 1 | 1 | 1 | | |
| Daly City | Ward Donnelly | | 991-8200 | 1 | 1 | | | | |
| East Palo Alto | Michelle Daher | | 853-3197 | 1 | | | | | |
| Foster City | Mike McElligot | Norm Dorias | 286-3546 | 1 | 1 | 1 | 1 | | |
| Half Moon Bay | Mark Lander | | 522-2562 | 1 | | | 1 | | |
| Hillsborough | Rachelle Ungaretti | | 375-7444 | 1 | 1 | 1 | 1 | | |
| Menlo Park | Rebecca Fotu | Vanessa Marcadejas | 330-6765 | 1 | 1 | | | | |
| Millbrae | Shelly Reider | | 259-2444 | 1 | 1 | 1 | 1 | | |
| Pacifica | Ray Donguines | | 738-3768 | 1 | 1 | | 1 | | |
| Portola Valley | Brandi de Garmeaux | Howard Young | 851-1700 x 14 | 1 | | | 1 | | |
| Redwood City | Terence Kyaw | Adrian Lee | 780-7466 | | 1 | 1 | 1 | | |
| San Bruno | William Li | Joseph Cervantes | 616-7069 | 1 | 1 | 1 | 1 | | |
| San Carlos | Jill Lewis | Gavin Moynahan | 802-4361 | 1 | 1 | {1} | | | |
| San Mateo City | Debra Bickel | Sandy Mathews | 522-7343 | 1 | 1 | 1 | 1 | | |
| San Mateo County | Carole Foster | | 599-1448 | 1 | 1 | 1 | | | |
| S. San Francisco | Daniel Fulford | Andrew Wemmer | 829-3840 | 1 | 1 | 1 | 1 | | |
| Woodside | Dong Nguyen | | 851-6790 | | | | | | |

| | | | | | | |
|-----------------------------------|----|----|----|----|---|---|
| TOTAL CO-PERMITTEES IN ATTENDANCE | 20 | 16 | 12 | 13 | 0 | 0 |
|-----------------------------------|----|----|----|----|---|---|

PIP Consultants:

| | | | | | | | | | |
|-----------------|--------------------|--|----------|---|---|---|---|--|--|
| Environ. Health | Waymond Wong | | 372-6248 | | | | | | |
| Environ. Health | Timothy Swillinger | | 372-6245 | 1 | 1 | 1 | 1 | | |
| Environ. Health | Mary Bell Austin | | 372-6259 | | | | | | |
| Environ. Health | Ana Clayton | | 372-6214 | | 1 | | | | |
| Environ. Health | Julia Au | | 372-6250 | | 1 | 1 | 1 | | |
| Environ. Health | Kathryn Cooke | | 372-6227 | 1 | 1 | | 1 | | |
| Environ. Health | Suzanne Bontempo | | 372-6252 | | | | | | |
| Environ. Health | Allison Milch | | 372-6252 | | | | | | |

| | | | | | | |
|----------------|--|--|--|--|--|--|
| Resident/Guest | | | | | | |
|----------------|--|--|--|--|--|--|

| | | | | | | |
|------------------|----|----|----|----|---|--|
| Total Attendance | 22 | 20 | 14 | 16 | 0 | |
|------------------|----|----|----|----|---|--|

1 - Attendance

{1} - Dual Coverage



DRAFT

Public Information and Participation Subcommittee Meeting Summary

Environmental Health, San Mateo County

Meeting Date: January 14, 2014

Subcommittee Action: Approval of minutes from November 12, 2013 PIP meeting

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

Announcements

- The San Mateo County Office of Education Science Fair (STEM) will be February 24-27. A volunteer from the PIP committee is being sought for judging a special award as part of school-aged children outreach under section C.7. Judging takes place February 24 and 25.
- Recent returns on Car Wash coupons raise the total to 340, with South City, Millbrae Express, and San Mateo Car Washes as the most popular once again. The month with the most returns so far is still September. Please contact Environmental Health (EH) for more cards.

Website and Social Media

- Social Media statistics for followers of Facebook is at 434, an increase of 89 since the last meeting; for Twitter it is 342, an increase of 23, and for Instagram it is 115, an increase of 32. Please continue to encourage the public and other agencies to follow flowstobay on any or all social media platforms.
- Flowstobay homepage was redesigned by SGA as part of emphasizing the team effort campaign. The page was launched on November 20. It has a more modern look and feel, with a rotating banner and strategically placed links, but all previously existing content still remains.
- A new Facebook feature called “Storm drain Sundays” has launched in which artistic character modifications of storm drains are posted with catchy slogans. These will be posted every Sunday until June.
- A new Twitter feature called “Litter Free Wednesdays” will involve tweeting weekly tips on helping reduce litter in neighborhoods and communities.
- EH now has 8 cities posting stormwater and other messages on Community Access channels. PIP members in those cities have been notified of the postings. See minutes from November 2013 PIP meeting for further details. Other cities with Community Access channels who would like to post the slides should contact Kathryn Cooke at kcooke@smcgov.org.

Trash Reduction Outreach

- The Trash Summit on November 15 in San Jose was attended by local government, non-profit and other environmental organizations, providing opportunities for information sharing about the anti-littering projects and movements happening around the Bay Area. Also discussed was trash evaluation and assessment - how to best use and gather data to measure effectiveness of programs, specifically from post Bag Bans. Flowstobay has and will continue to promote these projects on our social media platforms. Go to <http://www.sanjoseca.gov/Index.aspx?NID=1523> for postings of presentations.
- Bag giveaways were conducted in early December at select locations in Half Moon Bay, South San Francisco, Menlo Park, Colma, and San Mateo as part of the Bag Ordinance outreach. Over 10,000 bags have been given out so far in the outreach campaign. No other activities are planned until April, which will mark the first anniversary of the ban.

Watershed Groups Team Effort

- The second newsletter went out on November 20th with three topics: Green Streets, Coastal Cleanup Day, and Dog Waste. The newsletter was followed by a simple blast on green holiday tips on December 5. The next newsletter release is currently to be determined.
- EH launched “Creek of the Week” on Facebook at the first of the year, as described in the November 2013 PIP minutes. To date 2 creeks have been featured: Colma Creek, Arroyo Ojo de Agua (RWC) with Lower San Mateo Creek, and San Pedro Creek in Pacifica slated for posting during the rest of January. Once the feature has posted on Facebook, it is added to the Creek of the Week webpage, at flowstobay.org/creekofttheweek. EH is looking for other interested cities to send photos and information, for future features. PIP members will be notified at least two weeks in advance if a creek in their city is being featured, to provide an opportunity for changes or opt out. Contact Kathryn Cooke at kcooke@smcgov.org for more information.
- PIP members are being asked to help push out Team Effort content through their outreach channels to residents, businesses, and other agency reps, and to forward any city contacts to EH.

Regional Campaigns Report

- *BASMAA Regional Litter Campaign:* The Be the Street litter campaign work group requested SGA to reevaluate the 5-year plan related to the proposed app and meme projects to make sure we are on target with where we want to be. The BTS workgroup had a follow-up call with SGA in early January in which preliminary development of the app and contest was presented. Current timeline for the launch of the app is late spring and the meme contest late February into early March. As of early December, SGA reported there were 4200 fans on Facebook with more engagement occurring.
- *BASMAA Media Relations:* Two pitches went out since the last PIP meeting, one on Got Ants and the other on green holiday tips. EH took the holiday tips release and did a blast via Team Effort, instead of doing a local press release.
- *BASMAA Regional Pesticide Campaigns:*
 - OWOW: Two stores in San Mateo County will participate in the OWOW pilot expansion project: Home Depots in San Mateo/Foster City and East Palo Alto. Home Depot’s environmental manager will tour stores and see the program. OWOW was contacted by Scotts Miracle Grow to discuss spring plans with their regional director; the first time a dialogue was initiated by a manufacturer. Fact sheets and other materials are being updated to include a re-design of the overall look and feel of the program.
 - Got Ants: The campaign as originally scoped is wrapping up with a final report in February to DPR.
 - Greener Pesticides for Cleaner Waterways: Funding continues for IPM advocates work in Home Depot stores. Work on text for the Chinook Book app is taking place. Got Ants materials were presented to EPA as a proposal to redirect funding from the Behavior Change campaign by creating a phase 2 extension of the project. It was also proposed to use funds for the Home Depot Pilot Program.

School Outreach Report

- The Banana Slug String Band is continuing elementary presentations in 2013-14, with performances already taken place in 15 jurisdictions.
- EH continues high school presentations, most recently at Terra Nova High School in Pacifica. The total number of students reached this year so far totals 258. Woodside High is currently scheduled for the end of the month, and San Mateo and Daly City schools have expressed interest for this school year.
- EH has developed a new Middle school presentation focused on litter. Currently Daly City and Menlo Park middle schools are scheduled in the next few weeks. PIP members in those cities will be notified.

Subcommittee Work That Affects Other Subcommittees: None

Next Meeting Date: March 11, 2014, at Belmont City Hall, 2nd floor EOC