



SAN MATEO COUNTYWIDE
Water Pollution Prevention Program

Clean Water. Healthy Community.

PIP SUBCOMMITTEE MEETING
May 13, 2014 -10:00 AM to 12:00
City of Belmont
Agenda

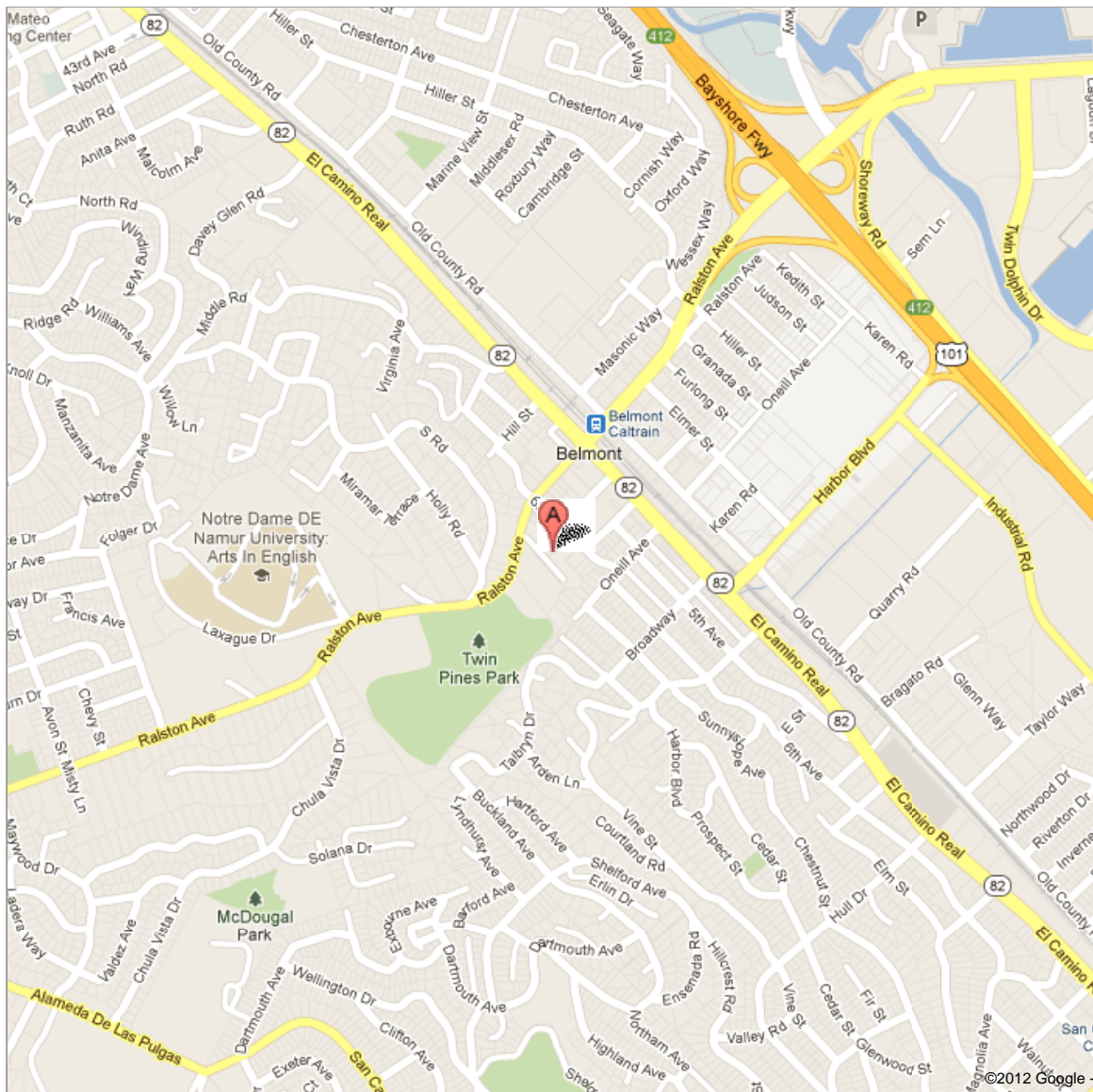
	Item	Time	Presenter
1	Introductions, Review Meeting Minutes, Announcements Outcome: Approve minutes from previous PIP meeting.	10:00	D. Lynn, City of Belmont; Environmental Health
2	Spring Outreach Events Outcome: Discuss spring outreach events and the Countywide Event. <i>Workplan: C.7.e Public Outreach Event (pg.3)</i>	10:05	Environmental Health
3	School Outreach Report Outcome: Update the committee on recent school outreach efforts. <i>Workplan: C.7.h School-aged Children Outreach, (pg.5)</i>	10:25	Environmental Health
4	Website and Social Media Update Outcome: Update the committee on latest social media statistics and programs, and website information. <i>Workplan: C.7.d Stormwater Point of Contact (pg. 3)</i>	10:35	Environmental Health
5	Watershed Groups Team Effort Outcome: Update the committee on the Team Effort Campaign. <i>Workplan: C.7.f Watershed Stewardship Collaboration (pg.4)</i>	10:55	Environmental Health
6	Litter Campaign Update Outcome: Update the committee on the local litter campaign efforts. <i>Workplan: C.7.g. Citizen Involvement Events, (pg.5)</i>	11:10	Environmental Health
7	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>	11:20	Environmental Health
8	2014-2015 PIP Meeting Schedule Outcome: Discuss and approve change to PIP meeting schedule.	11:40	Committee

Next Meeting: TBD - 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		1	
Belmont	Diane Lynn		595-7425	1	1	1	1	1	
Brisbane	Shelley Romriell	Diane Cannon	415-508-2128	1					
Burlingame	Stephen Daldrup	Eva Justimbaste	342-3727	1	1	1	1	1	
Colma	Muneer Ahmed	Jason Chen	757-8888	1	1	1	1	1	
Daly City	Ward Donnelly		991-8200	1	1			1	
East Palo Alto	Michelle Daher		853-3197	1					
Foster City	Mike McElligot	Norm Dorias	286-3546	1	1	1	1	1	
Half Moon Bay	Mark Lander	Muneer Ahmed	522-2562	1			1	{1}	
Hillsborough	Rachelle Ungaretti		375-7444	1	1	1	1	1	
Menlo Park	Rebecca Fotu	Vanessa Marcadejas	330-6765	1	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	1			1	1	
Redwood City	Terence Kyaw	Adrian Lee	780-7466		1	1	1		
San Bruno	William Li		616-7069	1	1	1	1	1	
San Carlos	Jill Lewis	Gavin Moynahan	802-4361	1	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		1	
S. San Francisco	Daniel Fulford	Andrew Wemmer	829-3840	1	1	1	1	1	
Woodside	Dong Nguyen		851-6790						

TOTAL CO-PERMITTEES IN ATTENDANCE	20	16	12	13	12	0
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PIP Consultants:

Environ. Health	Waymond Wong		372-6248						
Environ. Health	Timothy Swillinger		372-6245	1	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	1	
Environ. Health	Suzanne Bontempo		372-6252						
Environ. Health	Allison Milch		372-6252						

Resident/Guest						
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Total Attendance	22	20	14	16	14	
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1 - Attendance

{1} - Dual Coverage



DRAFT

Public Information and Participation Subcommittee Meeting Summary

Environmental Health, San Mateo County

Meeting Date: March 11, 2014

Subcommittee Action: Approval of minutes from January 14, 2013 PIP meeting

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

Announcements

- Recent returns on Car Wash coupons raise the total to 440, with South City, Millbrae Express, and San Mateo Car Washes as the most popular once again. The month with the most returns so far this fiscal year is March. Please contact Environmental Health (EH) for more cards.
- Reminder: Photo release forms are a requirement for anyone that takes a picture of any member of the public (*including County staff*) at community events where the County is involved. Forms can be obtained from kcooke@smcgov.org, or a city can use their own photo release form if preferred. Releases do not need to be obtained to use photos of public figures, such as elected officials.
- Contact information for topics listed below: Tim Swillinger: tswillinger@smcgov.org; Ana Clayton : amclayton@smcgov.org; Kathryn Cooke: kcooke@smcgov.org; Julia Au: jau@smcgov.org

School Outreach Report

- The San Mateo County Office of Education Science Fair (STEM) was held February 24-27. Mark Lander, PIP member for Half Moon Bay, judged the fair on behalf of SMCWPPP, and selected two winners, one from an elementary category and the other from a middle school category. EH assembled prize bags with giveaways, an award certificate, and \$25 gift cards donated by CSG consultants.
- The Banana Slug String Band has completed scheduling elementary presentations for the 2013-14 school year. All jurisdictions will end up with at least one performance. So far the band has reached over 7,000 students in K-5 schools.
- Environmental Health (EH) has begun middle school presentations and has so far presented in Daly City, Menlo Park, and Millbrae. The total number of students reached to date is 150. The presentations are focused on litter, and were well received with positive feedback. The next presentation is scheduled in Burlingame. PIP members will be notified of presentations in their community.
- High school presentations to date have been conducted in East Palo Alto, Redwood City, South San Francisco, Pacifica, and Woodside. The total number of students reached this year so far totals 333. At this time, there are no other schools scheduled during this school year.

Website and Social Media

- Social media statistics for followers of Facebook is at 446, an increase of 12 followers since the last meeting; Twitter is at 362 followers, an increase of 20, and Instagram is currently at 143, at an increase of 28. Please continue to encourage the public and other agencies to follow “flowstobay” on any or all social media platforms.
- Facebook has launched another post series called “Fun Fact Friday” that will promote water-themed pollution prevention facts. The weekly post series called “Stormdrain Sundays,” that features stormdrains transformed into a cartoon character will continue weekly until mid-June. “Creek of the Week” weekly posts will be moved to Tuesday. Please continue to share and like all of the weekly posts to increase reach of social media pages.

- EH will be facilitating a new “Earth Day Giveaway” on Facebook to help celebrate Earth Day and to assist with expanding the reach of the page. The prizes have not yet been determined. The giveaway will go live on April 7th with two chances to win prizes, and will end on Earth Day.
- A Twitter post series called “Litter Free Wednesdays” will continue to promote weekly tips on helping to reduce litter in neighborhoods and communities throughout the County.
- The committee was given a virtual tour of the new flowstobay instagram account. Contact Kathryn Cooke for more information.
- Agencies without social media accounts are welcome to post stormwater-related content to flowstobay accounts. For Facebook and Instagram, please contact Kathryn Cooke, for Twitter please contact Julia Au, and for You Tube please contact Ana Clayton.
- EH continues to maintain its partnership with community access TV channels to post slides related to pollution prevention messages. Interested cities with Community Access channels that do not have a partnership in place with Environmental Health should contact Kathryn Cooke

Watershed Groups Team Effort

- The committee was presented with the next Team Effort newsletter, due to come out in April. Topics of the newsletter include an article on the SMC Resource Conservation District efforts to investigate water pollution, tips on visiting watersheds with kids, and kid-friendly ways to celebrate Earth Day. Committee members are requested to help disseminate the newsletter via website and social media channels, and alternate descriptive text can be provided for those that require it.
- PIP members will be contacted by Kathryn Cooke to request contact information for community leaders that could help disseminate Team Effort materials.

Spring Outreach Events

- EH has confirmed support for upcoming events in Pacifica, Portola Valley/Woodside, Millbrae, South San Francisco, and Foster City.
- The San Mateo County Fair 2014 will take place from June 7 – June 15th. Kathryn Cooke will be sending out a doodle poll in early May for PIP to sign up to staff the event booth. The committee brainstormed ideas for bringing more people into the booth

Regional Campaigns Report

- *BASMAA Regional Litter Campaign:* The Be the Street litter campaign has launched a meme contest as of February 17, and submissions will be accepted until March 31. Prizes include cash and the chance to have the meme used in BTS promotional materials. The BTS app will feature a game with multiple levels that will invoke taking action against litter. The app is set to launch on April 22, and is in full development now, with feedback on content and design coming from the work group on a regular basis. As of early March, there are 5300 fans on BTS Facebook.
- *BASMAA Media Relations:* Three pitches have gone out this fiscal year: Green Streets, Got Ants, and holiday tips. Pitches in progress include the IPM Innovator award, and trash reduction performance.
- *BASMAA Regional Pesticide Campaigns:*
 - OWOW: The Home Depot pilot Enhanced Program is in the works in two stores in San Mateo County. Home Depot is creating “green garden specialist” titles for employees, and having them trained by OWOW. A fact sheet has been developed for drought-related questions that can tie to OWOW, as those questions are on the rise coming from the public. Contact Tim Swillinger if you are interested in this fact to use at outreach events.
 - Greener Pesticides for Cleaner Waterways: The OWOW app development is almost complete and will be available via Chinook Book, and access details are now being worked out.
 - Structural Pest Control: BASMAA has been invited to submit a full proposal for a grant to do outreach on IPM for structural pest control operators, multi-unit housing residents, and architects; based on a concept proposal that was submitted previously.

Litter Campaign Update

- To help tie all litter cleanups taking place throughout the year into one campaign, EH is partnering with Recycleworks on their “Be Seen Keeping it Clean” campaign. For EH, this campaign will include collaborating on and the promotion of litter cleanup events happening Countywide (*i.e. Spring Cleaning SM, Be The Street, Coastal Cleanup Day, etc..*) a middle school educational presentation, and a series of tips via social media on how to be litter free. The campaign satisfies several stormwater outreach program requirements simultaneously, including advertising campaigns, outreach to watershed groups, citizen involvement events, and school-aged children, as well as the outreach requirements in the City/County trash load reduction plans. The goal of the campaign is to establish an anti-littering social norm with messages being sent out year-round.
- Please send along any cleanup events to post onto the Spring Cleaning SMC website to Julia Au jau@smcgov.org . The website launched March 10 and will promote spring cleanups taking place between March 21 and June 21. Please promote the events using your social media platforms by liking, sharing and re-tweeting to your current followers, and using your website by inserting links to the Spring Cleaning SMC website at www.flowstobay.org/springcleaningsmc
- As part of the Bag Ordinance, reusable bag giveaways will be taking place during the week of April 21 (Earth Day week) at various store locations throughout the county and via Twitter.

PIP Chair Selection

- Diane Lynn will continue as PIP Chairperson for FY14-15.

Subcommittee Work That Affects Other Subcommittees: None

Next Meeting Date: May 13, 2014, at Belmont City Hall, 2nd floor EOC