

PIP Subcommittee MEETING
May 12, 2015 -10:00 AM to 12:00 PM
City of Belmont
Agenda

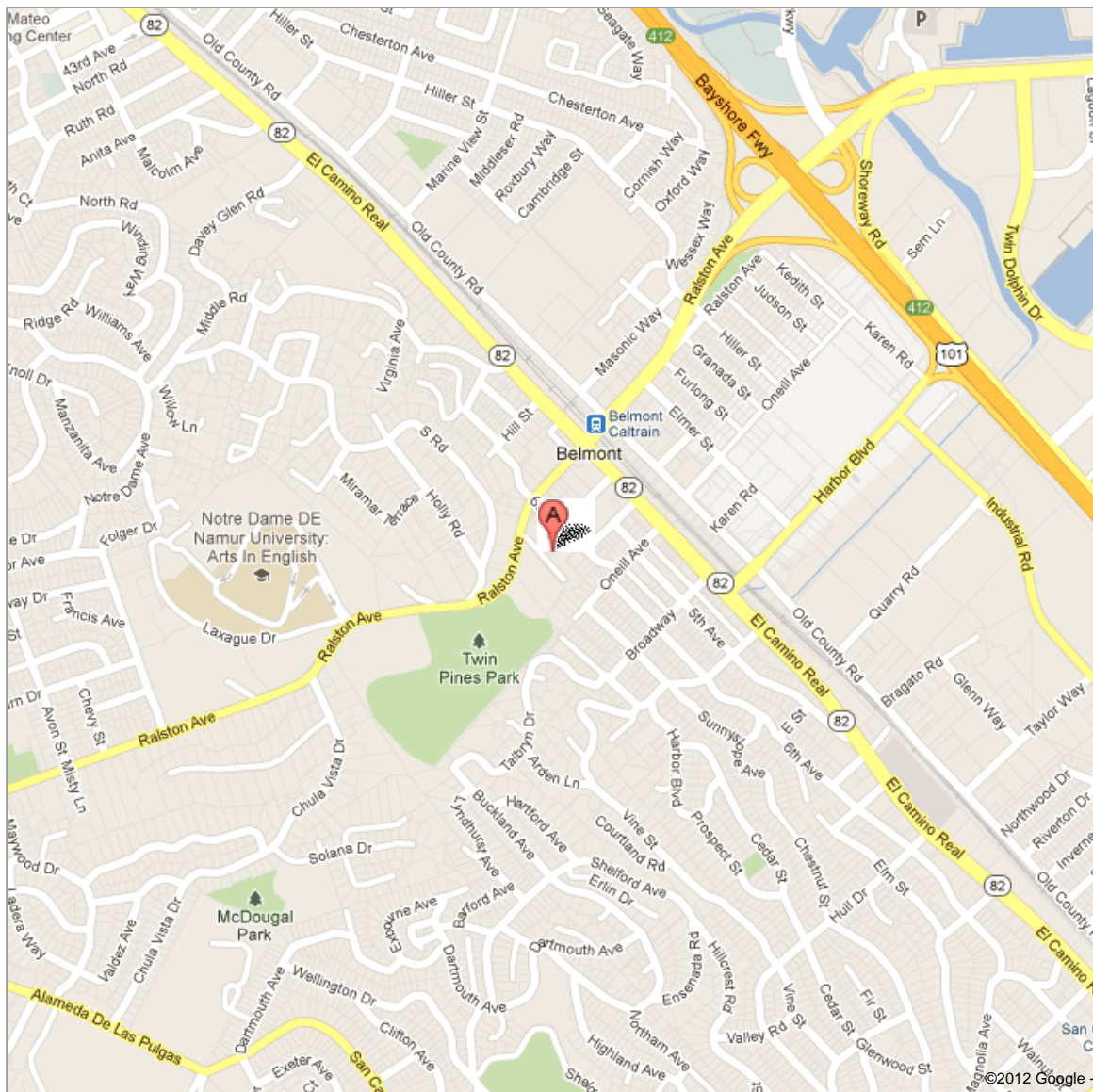
| | Item | Time | Presenter |
|----------|---|-------------|---|
| 1 | Introductions, Review Meeting Minutes, Announcements Outcome: Approve minutes from previous meeting | 10:00 | D. Lynn, City of Belmont; Environmental Health |
| 2 | Spring and Summer Outreach Events Outcome: Review of completed and upcoming events <i>Workplan: C.7.e. Public Outreach Events (pg. 3)</i> | 10:05 | T. Swillinger |
| 3 | Website and Social Media Update Outcome: Update on latest social media & website statistics. Update on password protected pages redesign <i>Workplan: C.7.d. Stormwater Point of Contact (pg. 3)</i> | 10:15 | K.Cooke |
| 4 | Watershed Groups Team Effort Outcome: Update on watershed groups guide & status of presentations <i>Workplan: C.7.f. Watershed Stewardship Collaborative Efforts (pg. 4)</i> | 10:35 | T. Swillinger |
| 5 | Local Litter Campaign Update Outcome: Spring cleanups & cigarette butt pilot program <i>Workplan:C.7.g. Citizen Involvement Events (pg. 5)</i> | 10:45 | K.Cooke |
| 6 | Regional Campaigns Report Outcome: Update on regional advertising campaigns and media relations activities. <i>Workplan: C.7.b. Advertising Campaigns (pg. 2)</i> | 11:00 | T. Swillinger |
| 7 | Car Wash Update Outcome: Update on 2015-16 car wash discount campaign <i>Workplan: C.7.e. Car Wash Outreach (pg. 4)</i> | 11:10 | K. Cooke |
| 8 | Rain Barrel Rebate Program Outcome: Update on status of the rain barrel rebate program | 11:25 | T. Swillinger |

Next Meeting: (TBD- Tentatively) August 11, 2015 - 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-2014-15 | | | |
|---|---------------------|-----------------|-------------------|------------|--------|--------|--------|
| AGENCY | NAME | ALTERNATE | PHONE | Aug-14 | Nov-14 | Feb-15 | May-15 |
| Prog. Coordinator | Matthew Fabry | | 415-599-1419 | | | | |
| Atherton | Liz Ruess | | 752-0544 | 1 | | 1 | |
| Belmont | Diane Lynn | | 595-7425 | 1 | 1 | 1 | |
| Brisbane | Shelley Romriell | Diane Cannon | 415-508-2128 | | | | |
| Burlingame | Pam Boyle Rodriguez | Kiley Kinnon | 342-3727 | 1 | 1 | 1 | |
| Colma | Muneer Ahmed | Jason Chen | 757-8888 | {1} | {1} | 1 | |
| Daly City | Ward Donnelly | | 991-8200 | | 1 | | |
| East Palo Alto | Michelle Daher | | 853-3197 | | 1 | | |
| Foster City | Mike McElligot | Norm Dorias | 286-3546 | 1 | | 1 | |
| Half Moon Bay | Mark Lander | Muneer Ahmed | 522-2562 | 1 | 1 | {1} | |
| Hillsborough | Perla Maciel | | 375-7444 | | | 1 | |
| Menlo Park | Heather Abrams | Sheena Ignacio | 330-6740 x1496 | 2 | | 1 | |
| Millbrae | Shelly Reider | | 259-2444 | | 1 | 1 | |
| Pacifica | Ray Donguines | | 738-3768 | | | | |
| Portola Valley | Brandi de Garmeaux | Howard Young | 851-1700 | 1 | 1 | 1 | |
| Redwood City | Terence Kyaw | Adrian Lee | 780-7466 | | 1 | | |
| San Bruno | William Li | | 616-7069 | 1 | | 1 | |
| San Carlos | Andrea Mardesich | | 802-4361 | 1 | 1 | 1 | |
| San Mateo City | Mark Swenson | Sven Edlund | 522-7342/522-7349 | 2 | | 2 | |
| San Mateo County | Carole Foster | Kirsten Pringle | 599-1448 | | 1 | 1 | |
| S. San Francisco | Kristen Font | Andrew Wemmer | 829-3840 | 1 | | 1 | |
| Woodside | Dong Nguyen | | 851-6790 | | | | |

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| TOTAL CO-PERMITTEES IN ATTENDANCE | | | | | | | |
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PIP Consultants:

| | | | | | | | |
|-----------------|--------------------|--|----------|---|---|---|--|
| Environ. Health | Waymond Wong | | 372-6248 | | | | |
| Environ. Health | Timothy Swillinger | | 372-6245 | 1 | 1 | 1 | |
| Environ. Health | Ana Clayton | | 372-6259 | | | | |
| Environ. Health | Julia Au | | 372-6214 | | | | |
| Environ. Health | Kathryn Cooke | | 372-6227 | 1 | 1 | 1 | |
| Environ. Health | Cynthia Knowles | | 372-6135 | | | | |
| Environ. Health | Suzanne Bontempo | | 372-6252 | | | 1 | |
| Environ. Health | Allison Milch | | 372-6252 | | | | |

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| Resident/Guest | | | | | | | |
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| | | | | Total Attendance | 15 | 12 | 18 |
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1 - Attendance

{1} - Dual Coverage



DRAFT

Public Information and Participation Subcommittee Meeting Summary
Environmental Health Services (EHS), San Mateo County

Meeting Date: February 10, 2015

Subcommittee Action: Approval of minutes from November 4, 2014 PIP meeting

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

Announcements:

- Many cities throughout the County have new PIP members. If you are a new PIP member and would like to meet with EHS for us to provide an overview of the PIP SMCWPPP program, services we provide on your behalf, and answer any questions, please contact Kathryn Cooke.
- In an effort to brand the SMCWPPP program at community events EHS will wear hats displaying the SMCWPPP brand. Hats are also available to all PIP members upon request by contacting Kathryn Cooke.
- The draft 2.0 MRP has been released. EHS will be hosting a workgroup before March 10 for PIP members to provide input on the outreach components of the permit. EHS will send out a Doodle Poll to assess what day and time is able to accommodate the majority of the members who are interested in participating.

Outreach Events:

- EHS reached 61 residents by attending the following events since the last meeting:
 - Rain Barrel Rebate Workshop on November 8, 2014 in San Mateo that garnered 43 signups and 18 attendees.
 - Rain Barrel Workshop on December 6, 2014 in partnership with the City of Belmont in Belmont that recruited a total of 64 signups and 43 attendees.
- Workshops where cities can obtain C.7.e. credit (*outreach events*) will continue to be piloted this outreach season in contrast to staffing a community event. In contrast to reaching 200 people for an average of three minutes, workshops will recruit a goal of 40-50 attendees and spend an average of 2.5 hours educating them on a specific topic while briefly touching on other messages, essentially training residents to be advocates. Other workshops on various pollution prevention topics will be explored in the future if this event type proves successful. If a PIP member has an idea for a workshop, or would like to host the IPM workshop on March 14, 2015, please contact Kathryn Cooke.
- EHS is scheduled to provide support for Portola Valley/Woodside Earth Fair on March 28, 2015 and the Pacifica Eco Fest on April 18, 2015. EHS is still looking to provide support for two more cities this spring/outreach season. If you need support at an event please contact Kathryn Cooke. Note, please provide at least one month advance notice.
- If you would like to request materials, please fill out a materials request form and allow for two weeks for the request to be completed. The form can be found on the PIP password protected page on the website at www.flowstobay.org/privatePIP. Note, you can click on any publication title and a visual of the collateral piece you are ordering will appear.

Website & Social Media:

- Website: The three sub-home pages on the flowstobay.org website (*community, business, and municipalities*) have been replaced with one “mega menu” master navigation bar design on the home page providing access to all pages directly from the home page. A Facebook newsfeed has also been embedded onto the homepage to further cross-promotion between all communication channels. The entire website is now mobile responsive which allows for site users to view content in appropriate sizes and format from mobile phones, tablets, and any handheld device.
- Flowstobay.org has received 14,943 sessions and 33,006 page views from July 1- Dec 31, 2014 with a total of 11,061 desktop sessions, 2,840 mobile sessions and 1,042 tablet sessions. Bounce rates remain the highest for mobile devices at an average of 69% compared to 43% on desktop computers which has been the driving force behind making the website mobile responsive.
- Social Media: EHS continues to cultivate cross-promotional partnerships with local municipality social media coordinators and the County’s NextDoor.com coordinator to expand the reach of pollution prevention messages. EHS will utilize these social media platforms as dissemination tools to announce SMCWPPP events and other pollution prevention related messages. If a city does not have access to NextDoor.com, or has not partnered EHS with their social media coordinator, and/or would like to promote an event, contact Kathryn Cooke.
- SMCWPPP’s Facebook page continues to host weekly themed posts related to pollution prevention and water conservation such as “Rain Barrel Spotlight” to promote the rain barrel rebate program, “Wildlife Wednesdays” to give followers an appreciation for the wildlife that live in the Bay and Ocean, and “Fish Fridays” which has been dedicated to educating fisherman within the County about what fish are safe and not safe to eat. EHS also facilitated a holiday giveaway encouraging residents to share pollution prevention ideas with one another.
- Facebook followers have increased from 1,110 to 1,161, an increase of 51 followers since the last meeting. The daily total reach between July 1- Dec 31, 2014 was 317,298, with an average of 52,883 per month. Total daily page engagements which include likes, comments, shares and link clicks has totaled 10,072 since July 1, 2014.
- Instagram followers increased from 329 followers to 370 followers, an increase of 41 followers since the last meeting. Instagram continues to be the preferred social media platform for young adults (*teens*). To date there are no analytic tools being used to capture data on this specific social media platform.
- Twitter followers increased from 476 to 600 followers, an increase of 124 since the last meeting. There have been 810 page engagements and a total of 51,958 impressions between the dates of July 1 - December 31, 2014.

Watershed Groups Team Effort:

- Although the funding initiative for Stormwater is on hold, EHS continues to build community connections to improve our reach and influence for the benefit of future projects requiring community support. EHS presented to the City of San Mateo’s Beresford Hills Neighborhood Association on September 16 and reached approximately 20 residents on the stormwater ballot initiative in addition to other pollution prevention topics, such as sustainable car washing, OWOW, and pet waste. If a city does have a connection with a community organization such as a Rotary Club, Lion’s Club, Chamber of Commerce or similar organization, please contact Kathryn Cooke.

Local Litter Campaign Update:

- ***Spring Cleanups:*** The 2015 Cleanup San Mateo County campaign also known as “CleanupSMC,” and accompanying web page will be launching in early March. If you are a city that is planning volunteer cleanup events, habitat restoration and/or related activities between March 21 to June 21, please contact Julia Au, jau@smcgov.org. The forms will be available on the PIP page www.flowstobay.org/privatePIP and an email will be sent to all PIP members. All events will be posted onto the Spring Cleanup web page which has been changed to flowstobay.org/cleanupsmc.
- Cities are encouraged to also promote the cleanup events using their social media platforms by liking, sharing and/or retweeting to followers. EHS also encourages that cities create content about spring cleanups on city websites, and to provide a link to the CleanupSMC web page address stated above.
- ***Cigarette Butt Campaign:*** EHS continues to develop a campaign related to cigarette butt outreach. A component of the campaign is to identify 3-4 cigarette butt hotspots within the County, and EHS is looking to partner with cities to install cigarette butt receptacles that display a pollution prevention message. The Pacifica Beach Coalition, the City of Belmont, the City of San Mateo, and the City of Daly City have been in coordination with EHS to partner with businesses to install receptacles. If a city is aware of a hotspot that is in need of a receptacle, please contact Kathryn Cooke.
- An additional component of the campaign is to provide educational behavior change tools. EHS has purchased keychain ashtrays, static window cling stickers with a “Don’t Drop and Drive” tagline, and is developing pledge cards that encourage commitment from smokers to use the ashtrays. EHS has created a web page titled www.flowstobay.org/cigbutts where residents can sign up to receive alerts on this issue as well as request keychain ashtrays, and static window clings. If a city would like to request keychain ashtray, static window clings, and/or pledge cards, please contact Kathryn Cooke.
- EHS is still looking to partner with cities to hang banners over busy intersections and/or streets to promote the tagline, “Don’t Drop & Drive.” If your city has banner display capabilities please contact Kathryn Cooke.
- EHS attended a meeting with the Pacifica Beach Coalition, the Pacifica Chamber of Commerce, Pacifica’s Environmental Family, and the City of Pacifica’s mayor to discuss mitigating cigarette butt litter in the community.

Regional Campaigns Report:

BASMAA Regional Litter Campaign:

- After several workgroup meetings for Be The Street in which the contractor’s proposal for continuing the campaign was considered, and subsequent discussions with the BASMAA Board of Directors, the permittees opted to put the campaign on hiatus and not renew the contract at this time. Of consideration was the fact that the current MRP requirements for a regional campaign had been satisfied, and that the campaign lacked clear goals moving forward, in conjunction with the unknown requirements of the next permit. BASMAA is taking steps to obtain ownership and account information for the BTS website and social media accounts, after which the workgroup will meet to discuss how to keep these entities going at a minimal level by the committee instead of the contractor.
- On a local level, Be The Street events were conducted in conjunction to Coastal Cleanup Day at Ryder Park in San Mateo reaching approximately 20 people and at T-Pumps in Burlingame on November 19 reaching 15 people. Photos captured were posted onto social media and sent to participants in the signature “Be The Street” photo frame. No more events are being planned for this campaign at this time.

BASMAA Media Relations:

- The BASMAA media relations contractor has conducted two pitches to date: Ants/IPM, and a joint pitch with BAAQMD pertaining to holiday gift wrap and decorations that was well received in the media via patch, print media, and TV/radio. The consultant has launched Facebook and Twitter accounts and is asking those with social media to “like” and follow them at BayAreaStormwater#. The committee helped the consultant brainstorm on new angles for the next pitch on trash.

BASMAA Regional Pesticides Campaigns:

- **Our Water Our World:** The graphics review and makeover project continues with summer as the target for the launch of a new look and feel for the campaign. Materials are being ordered accordingly with an effort to use up the current stock this spring. As part of an EPA grant, OWOW is doing regional store trainings in the Central Valley, North Bay and South Bay in the coming months.
- Suzanne Bontempo, San Mateo County’s IPM advocate has conducted four IPM trainings at four partner stores that included Hassett Hardware in San Mateo on August 19, Home Depot in San Mateo on October 26, Carlmont Nursery in San Carlos on November 1, and Home Depot in San Carlos on November 20, training a total of 26 associates. Training materials distributed to employees at the trainings will be available on the website at www.flowstobay.org/privatePIP.
- A total of four outreach tabling events have also been conducted at OSH in Foster City on October 11, and in Millbrae on October 28, Redwood City on November 28, and in South San Francisco on November 29, reaching a total of 125 customers. EHS plans to conduct 10 outreach events at partner hardware stores during the outreach season.
- The IPM advocate also conducted an IPM presentation to the San Mateo Garden Study Club reaching a total of 16 members in the City of San Mateo.
- EHS will be conducting IPM trainings at 8 participating retail stores with a goal of including Lowe’s in San Bruno as one of the scheduled trainings.
- EHS would like to ensure that an OWOW rack is installed at city libraries, senior centers and city halls. EHS will maintain the racks on your behalf, or a city can request additional materials through a materials request form. If your city does not have a rack, has an extra rack not in use, or has a new location to place a rack not mentioned above please also contact Suzanne Bontempo.

Car Wash Update:

- EHS coordinated with 7 car wash partners at 10 locations throughout the County to participate in the new 2015-16 Car Wash Pollution Prevention campaign. The campaign will launch in March 2015 and will extend through September 2015 by actively promoting one car wash per month via social media, community access TV channels, community events the website, via email, and any other viable communication outlet. Car wash partners include San Mateo Car Wash, Redwood City Car Wash, Millbrae Express, Ducky’s Car Wash in San Carlos, Menlo Park and Burlingame, Eco Green Auto Clean in Redwood City, and South City Car Wash in South San Francisco. Jack’s Car Wash in San Mateo is a new participating partner as of this year. All 2014-15 car wash partners were contacted to participate however only 7 partners responded to the request to continue the pollution prevention partnership. If your city has a connection with a car wash that is currently not participating and would like to help coordinate participation, please contact Kathryn Cooke.

- Coupons will now be available via text message, email, or in a hardcopy coupon format. Residents can sign up to receive text coupons by texting “CARWASH” to 38470, or sign up for email coupons by visiting www.flowstobay.org/carwash and should expect to receive 4-6 coupon text/emails annually. To date over 2,500 residents have signed up for electronic coupons. In an effort to go paperless the hardcopy coupons will be targeted at those with limited access to technology such as mobile phones and/or computers. All 2015-16 car wash partners have agreed to provide 20% off any car wash service on the hardcopy coupons. Hardcopy coupons will be ready for PIP to request in mid-March.

Rain Barrel Rebate Program:

- EHS is continuously growing its partnership with hardware stores to promote the rain barrel rebate program by hosting SMCWPPP Rain Barrel Rebate Program posters & postcards, Lawn Be Gone! and High-Efficiency Toilet Rebate applications at the following hardware stores: Ace Hardware in Brisbane, OSH in Millbrae, Golden Nursery in San Mateo, Hassett Hardware in San Mateo, Home Depot in San Mateo, OSH in Foster City, Home Depot in East Palo Alto, Hassett Hardware in Half Moon Bay, El Granada Hardware and Deli in El Granada, Ace Hardware in Linda Mar, Home Depot in Colma and Daly City, and OSH in South San Francisco. Store partners have grown from 4 from the last meeting to 15 stores to date. The program continues to be promoted on the website, social media and in collaboration with other social media coordinators from other agencies.
- To date BAWSCA has reported that approximately 102 rebate applications have been submitted by San Mateo County residents with \$7,600 in total projected rebate reimbursements, with CCAG’s rebate contribution currently projected at \$5,100. Rebate application numbers are categorized by either city or water purveyor with 1 in Burlingame, 2 in Millbrae, 14 in Redwood City, 11 in Mid-Peninsula Water District, 22 in North Coast Water District, and 52 San Mateo County rebates.
- Residents that do install rain barrels should only use the water for landscaping (*not for drinking water*). Rain barrel water should not be connected to any sprinkler system, or connected to any indoor plumbing as it could contaminate drinking water supplies. More information on rain barrel water use restrictions can be found at www.flowstobay.org/rainbarrel, or you may contact Environmental Health Services’ Cross Connections Control Program Specialist, Michelle Bilodeau at (650) 372-6204.
- EHS partnered with the Health System public information team to put out a media advisory to notify the County community about the Rain Barrel Rebate Workshop mentioned in section E.1, and as a result the San Francisco Examiner sent out a reporter to attend the workshop and wrote an article about the rebate program. The San Mateo Times and other local media outlets also picked up the story and promoted it on social media.

Subcommittee Work That Affects Other Subcommittees: None

Next Meeting Date: May 12, 2015, at Belmont City Hall, 2nd floor EOC