



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

PIP Subcommittee MEETING
August 12, 2014 -10:00 AM to 12:00
City of Belmont
Agenda

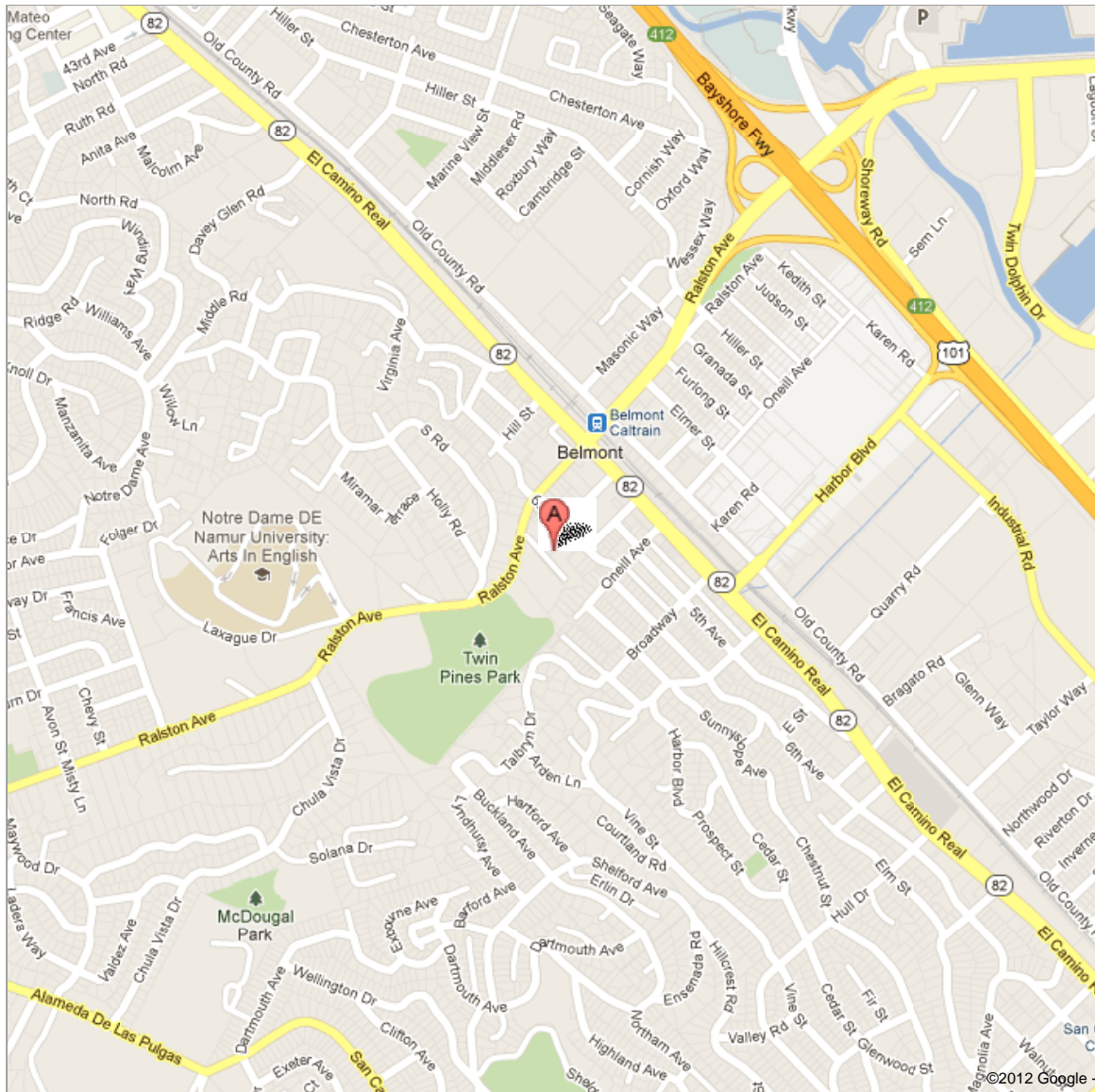
	Item	Time	Presenter
1	Introductions, Review Meeting Minutes, Announcements Outcome: Approve minutes from previous meeting	10:00	D. Lynn, City of Belmont; Environmental Health
2	Summer and Fall Outreach Events Outcome: Review Countywide event and discussion of 2014-15 events <i>Workplan: C.7.e Public Outreach Events (pg.3)</i>	10:10	Environmental Health
3	Website and Social Media Update Outcome: Update on latest social media & website statistics and content <i>Workplan: C.7.d Stormwater Point of Contact (pg. 3)</i>	10:25	Environmental Health
4	Watershed Groups Team Effort Outcome: Update on latest campaign initiatives <i>Workplan: C.7.f Watershed Stewardship Collaborative Efforts</i>	10:40	Environmental Health
5	Local Litter Campaign Update Outcome: Debrief the committee on the Countywide litter roundtable meeting, and provide update for Coastal Cleanup Day <i>Workplan:C.7.g Citizen Involvement Events (pg. 5)</i>	10:50	Environmental Health
6	Regional Campaigns Report Outcome: Update on Be the Street, OWOW & Regional Media Relations <i>Workplan: C.7.b. Advertising Campaigns (pg. 2)</i>	11:15	Environmental Health
7	Car Wash Outcome: Discuss the coupon card and new approaches to outreach <i>Workplan: C.7.g Car Wash Outreach (pg. 4)</i>	11:30	Environmental Health
8	2013-14 Annual Report & Upcoming Report Guidance Outcome: Review Annual Reporting requirements for Sections C.7 and C.9.h <i>Workplan: A.2 Reporting (pg. 1)</i>	11:45	Committee

Next Meeting: November 4, 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-2014-15			
AGENCY	NAME	ALTERNATE	PHONE	Aug-14	Nov-14	Feb-14	May-14
Prog. Coordinator	Matthew Fabry		415-599-1419				
Atherton	Andrea Mardesich		752-0544				
Belmont	Diane Lynn		595-7425				
Brisbane	Shelley Romriell	Diane Cannon	415-508-2128				
Burlingame	Eva Justimbaste	Stephen Daldrup	342-3727				
Colma	Muneer Ahmed	Jason Chen	757-8888				
Daly City	Ward Donnelly		991-8200				
East Palo Alto	Michelle Daher		853-3197				
Foster City	Mike McElligot	Norm Dorias	286-3546				
Half Moon Bay	Mark Lander	Muneer Ahmed	522-2562				
Hillsborough	Rachelle Ungaretti		375-7444				
Menlo Park	Sheena Ignacio	Vanessa Marcadejas	330-6740 x1496				
Millbrae	Shelly Reider		259-2444				
Pacifica	Ray Donguines		738-3768				
Portola Valley	Brandi de Garneau	Howard Young	851-1700				
Redwood City	Terence Kyaw	Adrian Lee	780-7466				
San Bruno	William Li		616-7069				
San Carlos	Jill Lewis	Gavin Moynahan	802-4361				
San Mateo City	Kian Atkinson	Mark Swenson	522-7342/522-7349				
San Mateo County	Carole Foster		599-1448				
S. San Francisco	Daniel Fulford	Andrew Wemmer	829-3840				
Woodside	Dong Nguyen		851-6790				

TOTAL CO-PERMITTEES IN ATTENDANCE							
--	--	--	--	--	--	--	--

PIP Consultants:

Environ. Health	Waymond Wong		372-6248				
Environ. Health	Timothy Swillinger		372-6245				
Environ. Health	Ana Clayton		372-6259				
Environ. Health	Julia Au		372-6214				
Environ. Health	Kathryn Cooke		372-6250				
Environ. Health	Cynthia Knowles		372-6227				
Environ. Health	Suzanne Bontempo		372-6252				
Environ. Health	Allison Milch		372-6252				

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

				Total Attendance			
--	--	--	--	-------------------------	--	--	--

1 - Attendance

{1} - Dual Coverage



DRAFT

Public Information and Participation Subcommittee Meeting Summary

Environmental Health, San Mateo County

Meeting Date: May 13, 2014

Subcommittee Action: Approval of minutes from March 11, 2014 PIP meeting, approval of quarterly PIP meetings effective immediately.

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

Announcements

- Recent returns on Car Wash coupons raise the total to 543, 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 May. Please contact Environmental Health (EH) for more cards.

Spring Outreach Events:

- EH has confirmed support for upcoming events for National River Cleanup Day at Colma Creek on May 17th, Daly City Farmer's Market on May 22nd, the Foster City Art & Wine Festival on May 31, and Hot Harvest Nights in San Carlos on June 19. EH will also be attending the Sunset Magazine event in Menlo Park on June 1st primarily for the County's new Healthy Nail Salon Program but will also present SMCWPPP outreach materials.
- EH has provided support at the following spring events to date: Canada College's Earth Day on April 22 in Redwood City, Pacifica's Ecofest on April 26, Portola Valley/Woodside's Earth Fair, also on April 26, and the Millbrae's Farmer's Market on May 3.
- The San Mateo County Fair 2014 will take place from June 7 to June 15th. A Doodle Poll has gone out to the committee for opportunities to assist with outreach at the event. The booth will resemble the set up created last year. The spinning wheel will be available during the weekend for one shift per weekend day, or when a EH staff is present to facilitate. The Be the Street photo booth accompanied by signs & costumes will also be implemented. New additions to the booth include dual purposing the banner as a screen to host a 1 hour compilation of videos that will feature Be the Street video & meme contest entries, Green Ninja videos that promote used oil recycling and the bag ordinance, and other media clips related to pollution prevention.

School Outreach Report

- The Banana Slug String Band will complete elementary presentations for the 2013-14 school year on May 19. All jurisdictions will end up with at least one performance. So far the band has reached over 8,300 students in K-5 schools in San Mateo County.
- Middle and High School presentations have concluded for the 2013-14 school year. The total number of students reached in High Schools totals 333 with the general stormwater presentation, and in Middle Schools the total is 327 with a presentation emphasizing the impacts of litter.

Website and Social Media:

- Social media statistics for followers of Facebook is at 591, an increase of 145 followers since the last meeting; Twitter is at 383 followers, an increase of 21, and Instagram is currently at 183, at an increase of 40. Please continue to encourage the public and other agencies to follow "flowstobay" on any or all social media platforms and share its content.

- EH's "Earth Day Giveaway" took place on Facebook to help celebrate Earth Day and to assist with expanding the reach of the page. A gift card from a car wash partner was featured as the grand prize. The giveaway helped gain an additional 145 San Mateo County residents as followers.
- 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 kcooke@smcgov.org

Watershed Groups Team Effort

- The committee was recently emailed alternative descriptive text to promote the April Team Effort newsletter, to use in web, email, and e-newsletter promotions. This was done because some cities without social media cannot follow flowstobay and therefore cannot promote the newsletter. During the meeting, a reminder was given to encourage cities to use the text soon to make the promotion of the newsletter timely. It is also available on the password protected PIP page.
- PIP members continue to be contacted by Kathryn Cooke to request contact information for community leaders that could help disseminate Team Effort materials, including neighborhood and homeowner associations. Please contact her if you have community leaders in mind.
- Regarding a funding initiative for Stormwater compliance, SMCWPPP has received feedback from cities to not rush to do an initiative this fall in an attempt to beat the November election, so the new target is either spring or fall 2015. Spring would still allow fees to go onto the 2015-16 tax roll but will be a challenge in terms of timing, since the revised MRP is expected out in early 2015. If so, time may be needed to revise funding needs estimates and therefore it may be preferable to wait until the permit is adopted. This would point more toward fall of 2015, which means fees would go into the 2016-17 tax roll, equating to revenue coming in around Jan 2017. This would be a full 18 months after the new MRP may be in effect. The Team Effort Campaign will continue and postponing will result in more time to build a network of supporters.
- Please contact Kathryn Cooke if your city has an innovative stormwater project that could be highlighted in a Team Effort article.

Local Litter Campaign Update

- The soft launch of the local litter campaign has taken place gradually through the advertising of spring cleanup events. Ads have included both the old tag line of Spring Cleaning SMC and the new tag line and logo Be Seen Keepin It Clean. Spring Cleaning SMC tag line will gradually be phased out for spring cleanup events, and the new tag line will be used throughout the year for all cleanups including Coastal Cleanup Day. A new web page is also under construction. Please see the minutes from the March meeting for more details about this new local year-round campaign.
- National River Cleanup Day is May 17 at three locations: Colma Creek, Pilarcitos Creek in Half Moon Bay, and San Francisquito Creek in Menlo Park/East Palo Alto.
- Be The Street photo booth events were conducted at the Cañada College Earth Fair and Burlingame Intermediate School Ecology Club. If there is interest to conduct Be the Street at an upcoming event, please contact Julia Au at jau@smcgov.org

Regional Campaigns Report:

- *BASMAA Regional Litter Campaign:* The Be the Street BTS meme contest resulted in over 100 entries and a winner was selected, with the phrase "It's Supposed to Be Sea foam, Not StyraFoam." The intent is to use the meme as much as possible to promote Be The Street. The winning entry is posted on the password protected PIP page along with a few other top considerations. Please use the memes on websites and social media.
- The BTS app game was launched in beta form on Android on April 22, and has been submitted to Apple for the I-phone. All are encouraged to download it then provide feedback. Promotional information is also on the password protected PIP page, and all are encouraged to promote it during outreach by directing people to the BTS website. Prizes with SMCWPPP program logo have been offered to

BASMAA for use in rewarding players as they reach different levels of the game, which has an anti-littering theme. As of early May, there are 5300 fans on BTS Facebook.

- ***BASMAA Media Relations:*** The media consultant has conducted a pitch related to promoting the OWOW app, and is continuing to monitor who's picking it up. The next pitch will involve efforts by cities to deal with trash. Angles for this pitch are being solicited- if there are any cities that have an interesting approach to dealing with trash, or have had major successes, please contact Tim Swillinger of Environmental Health at tswillinger@smcgov.org.
- ***BASMAA Regional Pesticide Campaigns:***
 - OWOW: The Home Depot pilot Enhanced Program continues to be implemented in two stores in San Mateo County. Special end cap displays have been constructed and trainings of employees and garden specialists continue. Partnerships have been formed with manufacturers, who are now using OWOW to promote their products, and contributing to the overall presence in the store. Overall OWOW is gaining a bigger presence in Home Depot stores. Other new partnerships in the county have been established with Lyngso in Redwood City and El Granada hardware. Ladera Nursery in Portola Valley and a new Hassett's Hardware in Redwood City are slated for partnership in the near future.
 - Greener Pesticides for Cleaner Waterways: The committee is looking at accessibility of the OWOW app, since it exists within the Chinook Book platform. Please promote the app using materials available on the password protected PIP page. The app is available on Android and I-phone, and updates itself automatically. It is also being promoted on the Baywise website.

2014-2015 PIP Meeting Schedule

- The committee agreed to reduce the amount of PIP meetings from 6 to 4 during the 2014-15 fiscal year. The reduction will create time for Environmental Health to support the SMCWPPP program coordinator in analyzing proposed changes to Section C.7. in the development of the new MRP. EH will provide comments and recommendations, and will draft a new workplan for outreach once the permit is finalized. The new meeting schedule will be quarterly, on the second Tuesday of February, May, August, and November. These dates will accommodate significant outreach events throughout the year, including spring cleanups and events, the Countywide event, and Coastal Cleanup Day. The new schedule goes into effect for the next PIP meeting.

Subcommittee Work That Affects Other Subcommittees: None

Next Meeting Date: NOTE CHANGE: August 12, 2014, at Belmont City Hall, 2nd floor EOC