



B A S M A A

Meeting Summary Public Information / Participation Committee Wednesday, November 30, 2016

Introductions, Announcements, Changes to Agenda (Geoff Brosseau for Steven Spedowfski)
Announcements

- Home Depot's corporate office sent a letter very supportive of the *Our Water, Our World* program, which will be provided to the Committee.
- City of Roseville staff noted they have engaged their IPM Advocate to conduct other, related outreach tasks beyond those strictly related to *Our Water, Our World*.

Approval of February 24, 2016 meeting summary (Geoff Brosseau)

- Vote: The Committee approved the February 24, 2016 meeting summary.

Update – *Our Water, Our World* Program (Annie Joseph / Debi Tidd / Geoff Brosseau)

Committee members received a special presentation on the status and latest developments of the *Our Water, Our World* Program and discussed the future of the program, including the FY 17-18 Project Profile and the following program elements in particular:

- Tasks
 - Materials updates
 - *Cannabis* growing – The legal changes in the status of marijuana has the water Boards developing new programs to address the potential impacts of *Cannabis* growing, which include use of pesticides. The *Our Water, Our World* program may need to develop a new fact sheet.
 - Aisle signs – The store and customer surveys conducted in the fall of 2014 demonstrated the need to focus more on products in stores. Those results refocused the program on products-based outreach (moving product recommendations to the top of the fact sheets, creating a “product guide” and dispenser for stores), including trying to make the linkage between the display materials, which are typically at the head of an aisle and the shelf tags in front of products in the aisle.
 - Action: Annie Joseph and Debi Tidd will try out the mockups of different sizes of aisle sign to see which is most viable.
 - Advocates training – There has been and there continues to be attrition in the number of IPM Advocates since the first (and only) class of ten graduated from the IPM Advocates for Retail Stores training program over four years ago (on June 1, 2012). Six of the original ten Advocates are active. This is prompting two needs:
 - Immediate – train 5 more Advocates this fiscal year. Cost estimate for abridged version of training program is \$12,185 (the original training program was developed with a DPR grant of \$170,000).
 - Action: Geoff Brosseau will solicit funding from programs to put on a class this year.

- Long-term – establish a training program in which classes of Advocates would be trained on a regular basis (every three years). Cost estimate is \$25,000 - \$30,000. BASMAA has provided funding for the program at the \$30,000 level for ten years (since FY 07-08). To support a training program but make it affordable, it was suggested that BASMAA increase its funding to \$40,000, and save \$10,000 each year until the third year, when the \$30,000 in saved budget would support a once-in-three year training class.
 - Website update – although updated this year to be more functional, the website needs significant work to be consistent with the new look of the materials and to be up-to-date with the program elements (estimated at \$10,000). This year's funding is virtually all allocated but there will be funds available in the FY 17-18 budget, assuming the funding listed below in Budget / Contributions.
 - Spanish – The popularity of Spanish materials is low so the need for program materials to be translated into Spanish remains in question. BASMAA will continue to produce a limited number of materials in small quantities in Spanish as requested by participating programs but will not create a complete Spanish version of the program absent a study demonstrating such a need.
- Budget / Contributions – the FY 17-18 Project Profile lists the following funding:
 - BASMAA – Increased to \$40,000 for the reasons described above under Advocates training.
 - BAPPG – Set at \$10,000 as it has been since FY 09-10.
- Action: Geoff Brosseau will provide the proposed Project Profile for FY 17-18 to the BASMAA Board of Directors with a \$40,000 contribution.

Discussion – Updates to Fleas IPM? (Geoff Brosseau / Jennifer Kaiser)

Committee members discussed concerns from wastewater agencies regarding an increase in the presence of fipronil in the wastewater stream above EPA benchmark levels, the use of fipronil in pet shampoos, and the potential need to revise the best management practices for flea control. The Department of Pesticide Regulation is working on a review of human health risks associated with fipronil that should be noticed in December.

- Action: The Committee will track developments at DPR, and determine next steps after the DPR notice is released.

Discussion – Addressing Effectiveness Assessment (Jennifer Kaiser)

Committee members briefly discussed the needs and plans for assessing effectiveness

- MRP provision C.7.b Outreach Campaigns
 - Small MS4 General Permit provision E.7.a Public Education and Outreach
- Action: Interested Committee members will contact other Committee members, especially Phase II members who are generally conducting more Effectiveness Assessment work because of the requirements in the Small MS4 General Permit.

Next BASMAA P/IP Committee meeting is Wednesday, January 25, 2017

	Representing	Name	Meetings Attended													
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		
1	Alameda Co. CWP	Jim Scanlin	X	X	X	X										
2	Alameda Co. CWP	Sharon Gosselin	X	X	X	X										
3	Contra Costa CWP / City of San Ramon	Steven Spedowski	X	X	X	X										
4	Fairfield-Suisun URMP	Kevin Cullen	X	X	X	X										
5	Marin Co. STOPPP	Howard Bunce	X	X	X	X		P								
6	SM Co. WPPP	Reid Bogert	X	X	X	X		P								
7	SC Valley URPPP	Vishakha Atre	X	X	X	X		P								
8	Vallejo San & FCD	Jennifer Kaiser	X	X	X	X		P								
9	BASMAA	Geoff Brosseau	X	X	X	X		P								
10	Consultant	Annie Joseph	X	X	X	X		P								
11	Consultant	Debi Tidd	X	X	X	X		P								
12	Consultant	Janet Cox	X	X	X	X		P								
13	City of Palo Alto	Joanna Tran	X	X	X	X		P								
14	City of Sunnyvale	Jackie Davison	X	X	X	X		P								
15	City of Roseville	Delyn-Ellison-Lloyd	X	X	X	X		P								
16	Department of Pesticide Regulation	Nita Davidson	X	X	X	X		P								
17	IPM Advocate	Suzanne Bontempo	X	X	X	X		P								
18	City of Modesto	Jennifer Peet	X	X	X	X		P								
19			X	X	X	X										
20			X	X	X	X										
21			X	X	X	X										
22			X	X	X	X										
23			X	X	X	X										
24			X	X	X	X										
25			X	X	X	X										
26			X	X	X	X										
27			X	X	X	X										
28			X	X	X	X										
29			X	X	X	X										
30			X	X	X	X										

X = In-person; P = by phone