



B A S M A A

Meeting Summary

Public Information / Participation Committee Wednesday, January 23, 2019

1. Introductions, Announcements, Changes to Agenda (Jennifer Kaiser)
 - Leadership: Jennifer Kaiser is the BASMAA Public Information / Participation Committee Chair until January 2020; the Committee has not yet identified a Vice-Chair.
2. Approval – October 24, 2018 Meeting Summary (Geoff Brosseau)
 - Vote: The Committee approved the October 24, 2018 meeting summary as presented.
3. Agency Spotlight (Suzi Senna, SGA / SMCWPPP)

The Committee received a presentation on SMCWPPP's rain barrel outreach program (see accompanying file). The goals of the campaign are to increase awareness of rain barrel / catchment systems, promote available rebates, understand the barriers to participation and educate audience about benefits, and to create community partnerships. Highlights include using social media to promote the program with a quiz and opt-in map (to shift social norms), a website with blog posts and map, e-blasts to promote workshop registrations and follow-up, and workshops that involve community partners. Social media and website visit results increased significantly through the campaign. Looking ahead, SMCWPPP will seek out participants to become community champions for rain barrels.
4. Update – *Our Water, Our World* Program (Geoff Brosseau)
 - Website update – One of the action items from the last (October) meeting was to review and provide comments on the www.ourwaterourworld.org website. Comments were received from City of Sunnyvale staff and SMCWPPP consultants, and *Our Water, Our World* consultants provided mock-up of proposed improvements. Additionally, BASMAA staff has started to make the corrections and straightforward needed updates identified in the comments received, including removing 44 OSH stores from the list of locations to find less-toxic products (228 other stores' locations are left).

The Committee agreed to review the website metrics and use that information (which pages are visited the most / least) to determine how extensive a reworking of the site is needed. The Committee expects the discussion for next meeting to be focused on specific questions: how much are people directing folks to the OWOW website? How is it being promoted currently at local programs and what would encourage more promotion?

- Action: Executive Director Brosseau will ensure a website metrics report is provided at the next Committee meeting.

[Ed. Post-meeting notes – Discovered metrics program was never installed on the website; Google analytics is being installed now as part of a needed server upgrade. IPM Advocates Coordinator provided oral comments, including the following:

Next BASMAA PI/P Committee Meeting is Wednesday, April 24, 2019

- incorporate IPM Advocates web page (www.ipmadvocates.com) in the update
 - add prominent sections for 'Retailors', 'Consumers', 'Pest of the Month'
 - add recognition of manufacturers of less-toxic products (e.g., list, logos)]
- New Fact Sheets – There is a full inventory of fact sheets; use the most recent form on the BASMAA website to order. There are also large inventories of the 10 Most Wanted Beneficial Bugs brochure and the Pest or Pal? activity guide for kids. One of the challenges of keeping a full inventory is that some items are ordered more often than others, so the cost might be different depending on the size of the print run. Executive Director Brosseau is working with the printer to try to guarantee the same price for all, even with smaller print runs. The following new fact sheets are in development:
 - Bed Bugs – In process as part of a DPR grant to UC Cooperative Extension; Tanya Drlik and Nita Davison from DPR are authoring it.
 - Pesticides and Water Pollution – Janet Cox is working with Vishakha Atre to update the sheet for use in store trainings (this is not intended to be a printed fact sheet).
 - Gophers, Moles, Voles, & Ground Squirrels – Janet Cox is working on based on previous draft.

	Representing	Name	Meetings Attended												
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
1	Alameda Co. CWP	Jim Scanlin				X				P					
2	Contra Costa CWP														
3	Fairfield-Suisun URMP	Kevin Cullen									P				
4	Marin Co. STOPPP	Howard Bunce				X									
5	SM Co. WPPP	Reid Bogert				P									
6	SM Co. WPPP / SGA	Suzi Senna				X				P					
7	SC Valley URPPP	Vishakha Atre				X				P					
8	Vallejo F&WD	Jennifer Kaiser				X				P					
9	BASMAA	Geoff Brosseau				P				P					
10	Consultant	Janet Cox				X				P					
11	City of Sunnyvale	Jackie Davison				X				P					
12	EOA	Erin Lennon				X									
13	Fresno Metro FCD	Brandy Swisher								P					
14															
15															
16															
17															
18															
19															
20															

X = In-person; P = by phone