



B A S M A A

Meeting Summary

PI/P Committee

Bay Area Stormwater Management Agencies Association

January 26, 2011

1. **Introductions, Announcements, and Changes to Agenda (Steven Spedowski)**
2. **Approval – December 20, 2010 meeting summary (Steven Spedowski)** – The December 20, 2010 meeting summary was approved as drafted.
3. ***Our Water, Our World* (Geoff Brosseau)** – For BASMAA agencies, this program helps address MRP provision C.9.h. Committee members received and discussed the following updates regarding this program, which is run by multiple agencies throughout the state and coordinated through this committee.
 - **Pest Management Alliance grant**
 - IPM Advocate Profile – Annie Joseph is conducting a survey of about 30 Bay Area and Sacramento area retail nursery and garden center stores about enlisting an independent IPM consultant (i.e., IPM Advocate) for their store. If Advocate services were available, what should that person know and how could they help?
 - Recruitment – A flyer and website have been created and publicized to recruit applicants to be IPM Advocates. Deadline to respond is February 18.
 - Learning objectives – A meeting of project partners will be conducted soon to develop learning objective for IPM Advocate students. Those objectives will be informed by the results of the store survey as well.
 - **Materials and Master Solicitation** – The master solicitation is underway. *Our Water, Our World* partner agencies are being asked to place orders for printed program materials. An announcement made last month regarding Costco was clarified to note that their change in product lines to be more organic and less-toxic was for snail and slug product only.
 - **Bay Area News Group insert** – In spring 2009, ACCWP worked with others to create a 12-page insert for the [Bay Area News Group](#) newspapers (which cover the Bay Area except San Francisco, Napa, and Sonoma) that ran in the Sunday paper and was relatively inexpensive. In February and March of 2010, the Committee discussed the possibility of repeating that work but was not able to coordinate with BANG quickly enough to do so for spring 2010. In November's meeting, the Committee took up the idea again with spring 2011 in mind. Committee members generally agreed that it was an effort worth pursuing. Some Committee members expressed concern about additional budget required for this. After November's meeting, Jim Scanlin discussed the possibilities with BANG and for a time was receiving mixed signals as to their ability to work with BASMAA on an insert. It appears if BASMAA can do much of the work, BANG would be able to put out an insert. Costs in 2009 for an Alameda County-only insert were about \$13,000-\$15,000; about ½ of which was offset by ads. The Committee guessed a Bay Area-wide insert would be on the order of \$50,000, which again could be reduced through securing paid advertisements. This month, Jim Scanlin reported that he had spoken with the BANG representatives and it seems they are interested in helping to put together an insert. They said they could have an estimate

together by today's meeting but Jim hasn't received it yet. Committee members noted that time is becoming of the essence if an insert is going to be developed by spring.

- Action: Jim Scanlin will forward the estimate to the Committee as soon as he receives it.
- **Product lists** – Annie Joseph is working on 2011 product lists for OSH and Home Depot and these will be distributed as soon as they are ready, along with label files to create labels for shelf talkers.

4. Regional Media Relations (Sharon Gosselin)

- **Pitches** – Project Officer Sharon Gosselin updated the Committee on the status of the year's pitches. Two pitches have been made to-date – a PSA on getting ready for the rainy season with an action related to maintaining your car was pitched and picked up fairly well, including some interviews, and a second pitch on not burning holiday wrapping paper (air quality = water quality) has been pitched and also received decent pick-up. The third pitch planned for February is on trash, specifically promoting "reusables". The Committee briefly discussed the desire for a pitch related to *Our Water, Our World* this spring but probably focused on promoting true IPM providers such as those qualified through *EcoWise*. The Committee was also alerted to a trash sampling project to be conducted through the BASMAA Trash Committee and briefly discussed whether the project would be a public education opportunity.
 - Action: Sharon Gosselin will send the final versions of the pitches and reports on their pick-up to the Committee.
- **BayWise website** – Post-meeting, Geoff Brosseau asked for volunteers interested in working with BAPPG representatives on a major redesign of the BayWise website, and several Committee members volunteered.

5. Regional Outreach Strategic Plan (Stephen Groner / Erica Hooper, SGA) – Stephen Groner and Erica Hooper, SGA, briefed the Committee on first draft strategic plans for both the litter and pesticides portions of the Regional Outreach Strategic Plan. Committee members provided initial feedback with much of it focused on the budgets and the need for a minimum funding level in the plan equivalent to the low end of what the agencies requested in the RFP. Committee members brainstormed ways to match the scopes with lower levels of funding like phasing, eliminating some tasks and reducing the level of effort on some tasks, and delegating some tasks to the areawide programs. Committee members also discussed other resource-based questions like who maintains the envisioned database, and how would annual implementation plans be developed to implement the strategies. Particularly for litter/trash, the Committee recognized that the strategy calls for much more engagement with the target audiences, which is likely to be much more successful but can also be more expensive than a broadcast campaign for example. The Committee also provided feedback to Athena Honore (SFEP) regarding their planned Pest Management Alliance proposal for a clear, simple ant campaign. Committee members saw the proposal could complement the BASMAA strategy and agreed that BASMAA could be a partner.

- Action: Committee members will provide comments on the two plans (focusing on pages 23 – for litter/ trash and pages 13-27 for pesticides) by February 9.
- Action: Geoff Brosseau will alert the Board of Directors to the potential magnitude of the expenditure and the need for the program managers to make a decision regarding the level of funding with which they are comfortable.
- Action: Geoff Brosseau will confirm with the Board of Directors, the agreement to be listed as a no net cost partner in the SFEP proposal.

Next PI/P Committee Meeting is Wednesday, February 23, 2011

	Representing	Name	Meetings Attended											
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1	Alameda Co. CWP	Sharon Gosselin		X		X	P	P	X					
2	Alameda Co. CWP	Jim Scanlin		X	X		P	P						
3	Contra Costa CWP	Michelle McCauley		P	X	X	P	P	P					
4	Fairfield-Suisun URMP	Kevin Cullen				X	P		P					
5	Marin Co. STOPPP	Gina Purin		X	X	X		P						
6	Napa Co. SPPP	Jack Betourne		P		P	P							
7	SM Co. WPPP	Sarah Schrader		X	X	X	P							
8	SM Co. WPPP	Tim Swillinger		X	X	X	P	P	X					
9	SC Valley URPPP	Vishakha Atre		X	X	X	P	P	X					
10	SC Valley URPPP	Miranda Melen		P	P	P		P	P					
11	Vallejo San & FCD	Jennifer Kaiser		X	X	X	P							
12	BASMAA	Geoff Brosseau		X	X	X	P	P	X					
13	Contra Costa County	Dan Jordan		P		P		P	P					
14	City of San Ramon	Steven Spedowski			P	X		P	P					
15	City of San Jose	Melody Tovar		X					P					
16	City of San Jose	Elaine Marshall				P		P	P					
17	City of Palo Alto	Maree Doden		P	P			P	P					
18	City of Modesto	Gayle Ziegler		P	P	P								
19	Fresno Metro FCD	Brandy Swisher		P				P						
20	S. Groner & Assoc.	Stephen Groner		X					X					
21	S. Groner & Assoc.	Erica Hooper		X	X	X	P	P	X					
22	S. Groner & Assoc.	Liz Anderson			X		P	P						
23	EcoWise	Bart Brandenburg			X									
24	EcoWise	Ted Shappas			X									
25	Consultant	Annie Joseph			P	P	P	P	P					
26	City of Sonoma	Wendy Atkins			P	P								
27	City of Sunnyvale	Jackie Besoyan				P	P		P					
28	SFEP	Athena Honore				P	P	P						
29	SFEP	Janet Cox					P	P						
30		Jennifer Cohn					P							
31	San Francisco PUC	Meg Gale							P					

X = In-person; P = by phone