



# B A S M A A

## Meeting Summary

### PI/P Committee

#### Bay Area Stormwater Management Agencies Association

February 23, 2011

#### 1. Introductions, Announcements, and Changes to Agenda (Steven Spedowski)

##### Announcements

- Bay Area Shorelines and Waterways display signage opportunity – BASMAA was approached by BRI Communications regarding the opportunity to buy ad space on outdoor metal signs being displayed around the Bay at various water-oriented locations (piers, docks). Committee members felt that it was too early in their process to decide if this tool was appropriate for their audiences and messages. BASMAA agencies are part way through a multi-year strategic planning exercise to identify audiences, messages, and outreach mechanisms on pesticides and litter/trash. They agreed to keep this mechanism in mind when it comes time to start fleshing out the details of implementation. (Geoff Brosseau) [Post-meeting note: As a semi-permanent medium, the vendor noted the next opportunity to purchase ad space will be in about two years].
- SFEP Pest Management Alliance proposal – SFEP has been invited by DPR to submit a full proposal based on their concept proposal – Got Ants? Outreach to Reduce Pyrethroid Impacts on Water Quality. BASMAA is a no net cost partner on the proposal. The full proposal is due April 7. (Athena Honore)

#### 2. Approval – January 26, 2011 meeting summary (Steven Spedowski) – The January 26, 2011 meeting summary was approved with a minor grammatical edit.

#### 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**
  - Recruitment – Twenty-seven applicants responded by the February 18 deadline to the call for IPM Advocates students. The project Management Team will be screening and selecting up to 10 applicants for the program. A request was made for a location to hold the training classes (10 students and 3-4 instructors) - June through July, Mondays 3-6 pm, preferably near mass transit and ideally near a garden. ABAG was suggested as one facility that meets those criteria.
  - Learning objectives – The project Management Team and Partners met recently and developed learning objective for IPM Advocate students. The objectives were also informed by the results of the 30-store survey.
- **Materials and Master Solicitation** – The master solicitation is underway. *Our Water, Our World* partner agencies are being asked to confirm orders for printed program materials.
- **Product Lists** – Chain-specific less-toxic product lists and label files to create labels for shelf talkers have been sent out for OSH and Home Depot. The master lists for use in any store will be sent soon.

- **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. For the last several months, the Committee has discussed the possibility of repeating that work Bay Area-wide. Jim Scanlin discussed the possibilities with BANG and they determined that they would not be able to coordinate such a regional effort in-house. In order for other areas of the Bay to publish an insert in their area, they would need to work directly with BANG. The Clean Water Program of Alameda County is going to go ahead and try to produce an insert this spring.
  - Action: Jim Scanlin will forward the BANG contacts to the Committee, and share the Clean Water Program's insert.

#### **4. Regional Media Relations (Sharon Gosselin)**

- **Pitches** – Project Officer Sharon Gosselin updated the Committee on the status of the year's pitches. The third pitch of the fiscal year is on trash, specifically promoting "reusables". There will be two releases – a general market release and a parents release.
  - Action: Sharon Gosselin will send the final versions of the pitches and reports on their pick-up to the Committee.
- **BayWise website** – Executive Director Geoff Brosseau reported that a couple of stormwater program representatives met by phone and Internet with BAPPG representatives to review and discuss changes to the BayWise website. BAPPG is funding a major redesign of the site and wants to make sure that: 1) as a joint site with BASMAA, the site provides stormwater-related features, and 2) features on the current site are not lost in the redesign (e.g. the links to the nine BASMAA stormwater programs' contacts websites, which are in turn linked to local stormwater contacts).

#### **5. Regional Outreach Strategic Plan (Erica Hooper, SGA)**

- Lower budget level – Last month, the Committee noted that it needed to see a minimum funding level in the plan equivalent to the low end of what the agencies requested in the RFP (i.e., \$200,000 / year). SGA provided and briefed the Committee on a first year kick-off budget and annotated task list totaling \$296,000 for litter/trash. Committee members asked clarifying questions, recognized that the proposed budget was close to turnkey and could address more than MRP provision C.7.b, and discussed other implementation questions.
- Comments on first draft strategic plans for both the litter and pesticides portions of the Regional Outreach Strategic Plan – SGA provided and briefed the Committee on comments received on the first draft and SGA's proposed responses.
  - Action: SGA will revise the draft Regional Outreach Strategic Plan based on comments received and discussed.
  - Action: Executive Director Brosseau will brief the BASMAA Board of Directors tomorrow on issues raised in today's meeting regarding budgets, and seek direction.
  - Action: With information and direction from the BASMAA Board of Directors, the MRP program representatives will discuss implementation issues amongst themselves and with SGA.

***Next PI/P Committee Meeting is Wednesday, March 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	X				
2	Alameda Co. CWP	Jim Scanlin		X	X		P	P		P				
3	Contra Costa CWP	Michelle McCauley		P	X	X	P	P	P	P				
4	Fairfield-Suisun URMP	Kevin Cullen				X	P		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	SM Co. WPPP	Lizzy Claycomb		X	X	X	P	P	X	P				
10	SC Valley URPPP	Vishakha Atre		X	X	X	P	P	X	P				
11	SC Valley URPPP	Miranda Melen		P	P	P		P	P					
12	Vallejo San & FCD	Jennifer Kaiser		X	X	X	P							
13	BASMAA	Geoff Brosseau		X	X	X	P	P	X	P				
14	Contra Costa County	Dan Jordan		P		P		P	P	P				
15	City of San Ramon	Steven Spedowski			P	X		P	P	P				
16	City of San Jose	Melody Tovar		X					P					
17	City of San Jose	Elaine Marshall				P		P	P					
18	City of Palo Alto	Maree Doden		P	P			P	P					
19	City of Modesto	Gayle Ziegler		P	P	P								
20	Fresno Metro FCD	Brandy Swisher		P				P						
21	S. Groner & Assoc.	Stephen Groner		X					X					
22	S. Groner & Assoc.	Erica Hooper		X	X	X	P	P	X	P				
23	S. Groner & Assoc.	Liz Anderson			X		P	P						
24	EcoWise	Bart Brandenburg			X									
25	EcoWise	Ted Shappas			X									
26	Consultant	Annie Joseph			P	P	P	P	P	P				
27	City of Sonoma	Wendy Atkins			P	P								
28	City of Sunnyvale	Jackie Besoyan				P	P		P	P				
29	SFEP	Athena Honore				P	P	P		P				
30	SFEP	Janet Cox					P	P						
31		Jennifer Cohn					P							
32	San Francisco PUC	Meg Gale							P					

X = In-person; P = by phone  
BASMAA PI/P Comm.