



B A S M A A

- Project:** Regional Phone Line (888-Bay-Wise)
- Description:** The purpose of this project was to establish a toll-free phone number to call from anywhere in the San Francisco Bay Area for information on water pollution prevention. The impetus for the regional phone line was BASMAA's Regional Advertising Campaign on water quality issues that includes television and radio spots as well as print advertisements in newspapers, billboards, and posters. The campaign advertised the phone line as a way for the general public to get more information. The intent was for the regional phone line to integrate with, not supplant, other phone lines. Therefore, its design was very flexible – allowing it to be used in the most appropriate and cost-effective way by local agencies. Although the initial focus was on water quality, several agencies use it to provide access to more general pollution prevention information as well.
- FY:** 96/97 - set-up; 97/98 through 08/09 - maintenance
- Overseer:** Public Information / Participation Committee
- Contracting Agency:** BASMAA
- Contractor:** Pacific Bell (later SBC) (later AT&T)
- Budget:** FY 96/97 = \$17,000; FY 97/98 & FY 98/99 = \$10,000 (with equal match from BADA); FY 99/00 through FY 03/04 = \$12,500 (with equal match from BACWA); FY 04/05 through FY 08/09 = de minimus
- Status:** Operational as voicemail box only – starting in FY 04/05; Replaced by website: www.baywise.info.
- Deliverable(s):** 888-Bay-Wise toll-free information line and phone tree to local agencies (June 1996); Process for consistent listing of stormwater and water pollution prevention programs in “Government” and “Community Services” sections of Bay Area phone books (January 1997)
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