

**Subject:** Enhanced Mobile Cleaners Project - Status & plans

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**From:** Geoff Brosseau

**To:** Adam Olivieri, Jamison Crosby, Jim Scanlin, Kevin Cullen, Lance Barnett, Matt Fabry, Pat Gothard, Terri Fashing, Tom Dalziel

**CC:** Beth Baldwin, Kristin Kerr, Lori Pettegrew, Jen Jackson, Elisa Wilfong, Jordan Ciprian, Janet Cox

BASMAA Board of Directors,

Here is an update on the three elements of the Enhanced Mobile Cleaners Project. I propose to provide one of these updates weekly until the project is done.

**Best management practices** – BASMAA is developing a regional set of BMPs for two mobile cleaning activities:

- Transportation-related cleaning
- Carpet cleaning

The intent for any regional set has been to: 1) develop it from existing BMPs and 2) remain consistent with BMPs published and used locally.

Status:

- Existing BMPs for these two activities gathered and reviewed
- Draft regional set of BMPs put out for comments from Programs / Permittees and comments received
- Few areas of potential differences in BMPs identified – need to confirm if actual substantive differences

Plan:

- Incorporate comments; produce revised regional sets of BMPs; identify if any actual substantive differences – July 16
- If any actual substantive differences exist, work with Programs / Permittees to either 'reconcile' or leave as is and note differences or need to contact local agency in outreach – July 31

**Enforcement strategy** – Originally, concept was to develop a web-based application to share information on completed enforcement actions about mobile businesses.

Status:

Research showed a regional web-based application may be not be necessary or workable. Level of inspection / completed enforcement actions appears quite low and not expected to increase significantly. Information planned to be shared was only for completed enforcement actions (not in-process or minor actions), and what constituted an action would be defined by local agencies (i.e., no attempt to develop regional standard). That inherent difference as well as a concern about hosting what might be seen as a public black list led to decision that access to any shared information should be restricted to local agencies (i.e., not public). Several Programs have such sites now but linking a BASMAA web page to these sites to facilitate sharing would raise concerns about access to a Program's restricted access information by non-Program individuals and organizations, and potential loss of access control.

Plan:

- Agree on new method for sharing information (e.g., regular (quarterly) email communication using a simple template) – July 31
- Assuming new method of sharing is agreed upon, create protocol and any template, and disseminate to Programs / Permittees, as appropriate – August 15

- Project work group consider and agree on using enforcement action information to promote Recognition Cleaner Program and positive behaviors. Concept is cleaners that have been enforced against locally would be referred to the Training and Recognition Program to either: 1) keep the fact that they had been enforced against from being shared among agencies by taking the training or 2) if the cleaner is already a Recognized Cleaner, retaking the training. If the former did not take the training and become a Recognized Cleaner, the fact that they had been enforced against would be shared among agencies. If the latter did not retake the training, the fact that they had been enforced against would be shared among agencies and they would lose their Recognized Cleaner status. – July 31
- If work group decides to implement this referral concept, develop fact sheet for agencies and outreach item for cleaners explaining referral process. – August 29

As appropriate, we'll confer with local inspectors in carrying the above tasks.

**Outreach and education strategy** – BASMAA is developing automated, web-based training for the two activities similar to that which exists for surface cleaning activities. Elements are: Training videos; Web-based application and database; BMP education pieces, including IC/ID cards; Online tests; Marketing materials; and Outreach. Approach is to work from existing Recognition Cleaner Program materials as much as possible. English and Spanish versions to be created.

Status:

- Training videos – Potential videographers identified
- Web-based application and database – Contractor identified (Adammer)
- BMP education pieces, including IC/ID cards – Contractors identified (LWA/Cox, Bev Catli Design)
- Online tests – Contractor identified (LWA)
- Marketing materials – Contractor identified (Cox, Bev Catli Design)
- Translations – Contractor identified (International Contact)
- Outreach – Contractor identified (Cox)

Plan:

- Training videos
  - Select and hire videographer – July 31
  - Identify cleaners to conduct activities and be interviewed – August 15
  - Script / shoot / edit videos (includes drafts, reviews, and final scripts and videos) – September 15
- Web-based application and database
  - Create and test web-based application and database – September 15
  - Go live – September 30
- BMP education pieces, including IC/ID cards
  - Work group agrees on pieces needed – July 31
  - Create non-BMP copy – August 15
  - Create layouts – August 29
  - Print – September 30
- Online tests
  - Create draft, review, final – August 29
- Marketing materials
  - Work group agrees on pieces needed – August 15
  - Create draft, review, final copy – August 29
  - Create layouts – September 15
  - Print – September 30

- Outreach
  - Disseminate to Programs/Permittees and customers – October 15
  - Disseminate to cleaners – October 15

My plan is to work regularly and interactively with the project work group (see cc list) to keep things moving and connected to all the experience and products we already have for mobile cleaning. Please let me know if you have any questions or suggestions.

Thanks, Geoff

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BASMAA is a 501(c)(3) non-profit organization comprised of the municipal stormwater programs in the San Francisco Bay Area representing 96 agencies, including 84 cities and 7 counties. BASMAA focuses on regional challenges and opportunities to improve the quality of stormwater flowing to our local creeks, the Delta, San Francisco Bay, and the Pacific Ocean.