

**DRAFT Meeting Summary**  
**Public Information / Participation Committee**  
**July 28, 2021**

I. *Introductions, Announcements, and Changes to the Agenda*

*On Call:* Pia Lusk, West Valley; Vishakha Atre, SCVURPPP; Geoff Brosseau, BAMSC, Jennifer Kaiser, Vallejo Flood & Wastewater District, Janet Cox, consulting writer; Suzi Senna, SGA; Suzanne Bontempo, OWOW Project Director; Howard Bunce, Marin County Stormwater; Nick Sudano, City of Santa Rosa; John Steere, Contra Costa Clean Water Program; Susan Hiestand, Silicon Valley Clean Water; Ashley Kvitek, Napa RCD; Samantha Kinstrey, City of Berkeley; Kevin Booker, Sonoma Water

II. *Meeting Summary*

April 28, 2021 summary approved.

III. *Announcements*

- The CASQA annual conference will take place in a virtual-only format on October 26-27, 2021. Register at [www.CASQA.org](http://www.CASQA.org).
- BASMAA was officially dissolved as a nonprofit on June 28, 2021. The [BASMAA.org](http://BASMAA.org) website will live on, at least into 2022, and Geoff is populating it with 30+ years of archived information and materials, highlighting the groundbreaking accomplishments and history of the group. Additionally, for now, Geoff is continuing to manage the certification program for mobile cleaners.

IV. *Our Water Our World App*

The app, created by Vishakha Atre and students from San Jose State, was submitted to both Apple and Android stores. Unfortunately, both platforms rejected it on the grounds that it does not have enough features, but no additional information has been provided, and similar apps are already available on both platforms. Janet Cox will connect Vishakha with her son who works with Apple on apps and who may be able to provide a way forward.

V. *Our Water Our World Website*

The OWOW website and domain name fees are paid through 2022. Lauren is owed \$460 for work she's done recently. Janet provided a budget for website work for Geoff to provide to CASQA. We discussed a variety of ways that Spanish translation could work on the website.

VI. *Our Water Our World Transition*

The CASQA Board is meeting on August 11, and is slated to discuss hosting the OWOW program. Geoff has provided a proposal with information about program participation and budget, proposing that funding come from dues based on population, similar to what agencies paid to BASMAA for these tasks. If CASQA goes forward with this, it's hoped that by September the program will become more active, with website changes, bringing on new agencies (several from Southern CA have expressed interest), etc. Geoff is still in communication with vendors and Home Depot corporate offices. Geoff has some printed materials left, primarily Ten Most Wanted, Kid's Activity books, and shelf tags. Please check with him before ordering from Greener Printer.

## VII. PIPP Leadership

Congratulations to Suzi Senna, our new PIP chair! Jennifer will provide Suzi with the email distribution list and any other information and support she needs. Thank you, Suzi!

## VIII. Open Discussion on Outreach

- Marin County and part of Napa County will join with Santa Rosa on their [Streets to Creeks](#) outreach campaign. Santa Rosa's campaign is in its third year and is starting to geo-target neighborhoods with specific messages in response to residential reports of car washing, storm drain dumping, etc.
- Marin has launched their [Keep Clean Marin](#) collaborative county-wide anti-litter campaign, with social media outreach on several platforms, bus shelter ads and more. They are tracking statistics (200K video views so far!) and will have results to share early 2022.
- Santa Rosa is partnering with their water conservation agency on a campaign to reduce water use and contaminants in storm drains; they providing free commercial car wash coupons to residents and creating a GoFundMe-type site for environmental stewardship. They are also reaching out to haulers to curb dropping mulch and other landscape materials in the street. We look forward to hearing the results of these efforts when available.
- San Mateo is partnering with Rain Barrel Solutions to provide [high-quality rain barrel options](#) to residents. Their goal is 200 rain barrels; there is also a rain barrel rebate provided as part of this program. Results will be forthcoming in November or December.

*The next PIP meeting will take place on Wednesday, November 3, 2021 at 1:30 p.m.*