

**Meeting Summary  
Public Information / Participation Committee  
November 3, 2021**

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

*Introductions/Roll Call:*

Vishakha Atre, SCVURPPP

Eliza Perkins, SCVURPPP

Geoff Brosseau, BAMSC

Jennifer Kaiser, Vallejo Flood &  
Wastewater District

Janet Cox, consulting writer

Suzi Senna, SMCWPPP

Suzanne Bontempo, OWOW Project  
Director

Katie Robinson, City of Santa Rosa

Sharon Gosselin, County of Alameda

Christina Raby, City of Sunnyvale

Douglas Dattawalker, Union Sanitary  
District

Mark Keisler, Caltrans

Hilary Pierce, Contra Costa County  
Clean Water Program

Melinda Harris, Contra Costa County  
Clean Water Program

Lena Roule Stewart, City of Berkeley  
Public Works

Susan Hiestand, Silicon Valley Clean  
Water

Kevin Booker, Sonoma Water

*Announcements*

The Bay Area Stormwater Management Agencies Association updated its website to serve as an archive of information about BASMAA and its projects and programs, as well as a [repository of work products](#) that may be viewed, downloaded, and borrowed. Over the course of three decades, BASMAA and its 103 member agencies initiated and conducted almost 150 projects and programs, including eight State and Federal grant projects, with a total cumulative budget of over \$25 million. Individual projects and programs ranged in size from \$500 to more than \$7 million and lasted for a few months to 20-plus years and counting for two programs. The website provides links to 1-3 page descriptions of each project and program and to more than 800 deliverables across the standard stormwater program elements (e.g., development, construction, monitoring, public information / participation). The vast majority of the deliverables are provided in PDF format for viewing and downloading while some outreach items are in mov, mp3, or mp4 format. Select outreach items are also in Spanish, Chinese, and Vietnamese.

*Changes to the Agenda*

- None

II. *Meeting Summary*

July 28, 2021 summary approved.

### III. *Our Water Our World (OWOW) 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. The team completed some missing pieces and resubmitted it to the [Google Play store](#). It is now posted and can be downloaded on Android devices. You will need to search for “Our Water Our World” on the Google Play store. Make sure to include the quotation marks when you search. The quotation marks are needed because the app has not received many downloads yet. As more people download it, the quotation marks will not be needed. Apple is not publishing it because it does not have many features.

### IV. *OWOW Transition to the California Stormwater Quality Association (CASQA)*

Starting January 2022, CASQA will begin managing the OWOW Program. The program will be subscription-based and will be open to all agencies in California that wish to become a CASQA member and subscribe to the program. CASQA will manage and administer all the shared tasks and centralized services (i.e. development of less-toxic product lists, fact sheet creation, operation and updates to the OWOW website).

### V. *Caltrans New Anti-Litter Campaign Introduction*

The new Caltrans anti-litter campaign “Let’s Change This to That” launched in early October. The goal is to help reduce the amount of litter and other pollutants on the highways to ultimately help reduce and prevent stormwater pollution. The outreach toolkit located on the [Clean California website here](#) contains high resolution graphics, social media graphics, and videos if your agency would like to participate in this outreach campaign.

Caltrans is currently working on phase 2 of the campaign which plans to incorporate local images into its advertising collateral. This roll out is tentatively scheduled for early next year. We will share phase 2 materials when they are available.

In addition, the Clean California homepage is listing upcoming events on their homepage. If you would like your event (i.e., bulky pickup, beach cleanup) email your event information to:

### VI. *Open Discussion on Outreach*

- SMCWPPP has had a successful rain barrel pilot program in partnership with [Rain Water Solutions](#). For those interested in details or to learn more, contact Suzi Senna at [ssenna@sgamarketing.com](mailto:ssenna@sgamarketing.com).
- Vallejo Flood & Wastewater District having a hearing next week to ask for a mail ballot to increase stormwater rates. Jennifer Kaiser will provide an update by our next PIP meeting. Visit their dedicated stormwater fee increase page for more information at <https://www.vallejowastewater.org/333/Proposed-Stormwater-Fee-Increase>.
- SCVURPPP created a new video on Green Stormwater Infrastructure: <https://youtu.be/730UquQJkmg>
- County of Alameda is doing webinars for the public. All are recorded and can be seen here <https://www.cleanwaterprogram.org/>
- Contra Costa County Clean Water Program developed an illegal dumping video (Melinda Harris) <https://youtu.be/CKeMe-WASFE>
- Registered users of the 2021 CASQA conference will be able to log on in the upcoming week and rewatch all session presentations. Melinda Harris recommended the City of Carlsbad municipal session

and their presentation techniques.

VII. *Next Meeting Date*

January 26, 2022 at 1:30 p.m.

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