

C/CAG

CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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TASK ORDER FORM

Start Date: March 1, 2016

Consultant Name: S. Groner Associates

Contract: Countywide Water Pollution Prevention Program Technical Support

Task Order No.: SGA-01

Task Order Name: Municipal Stormwater NPDES Permit Compliance Assistance

Scope of Work: Public Education and Outreach

Deliverables: See attached scope of work

Budgeted Cost: Per attached budget, not to exceed \$250,000

Completion Date: June 30, 2016

The parties indicated herein agree to execute this Task Order per the scope indicated above. No payment will be made for any work performed prior to the start date of this Task Order. Unless otherwise indicated, receipt of this executed Task Order is your Notice to Proceed with the work specified herein.

C/CAG

SGA

Sandy Wong, Executive Director Date

Date

Purpose

The purpose of the City/County Association of Governments (CCAG) is to reduce stormwater pollution in local creeks, lagoons, shorelines and neighborhoods in San Mateo County through stormwater pollution prevention infrastructure, stormwater management, community outreach and public education. CCAG's San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) oversees outreach and public education efforts with an aim to educate residents about the causes of stormwater pollution and its adverse effects on local water quality. SMCWPPP empowers residents with environmentally friendly practices and encourages support for and participation in SMCWPPP activities.

Goals

CCAG has three major goals that SGA aims to fulfill in the current contract:

- Meet all the requirements of the NPDES Municipal Stormwater Permit
- Develop community awareness of the challenges surrounding managing stormwater Countywide
- Position CCAG as a responsible, cohesive partnership focused on smart, innovative solutions to create the foundation for future funding

Target Pollutants

Priorities: Litter, pet waste, pesticides (promote integrated pest management)

Others: Household hazardous waste (including vehicle waste fluids, personal care products, pharmaceuticals and e-waste), construction waste materials, fertilizers, green waste

Target Audience

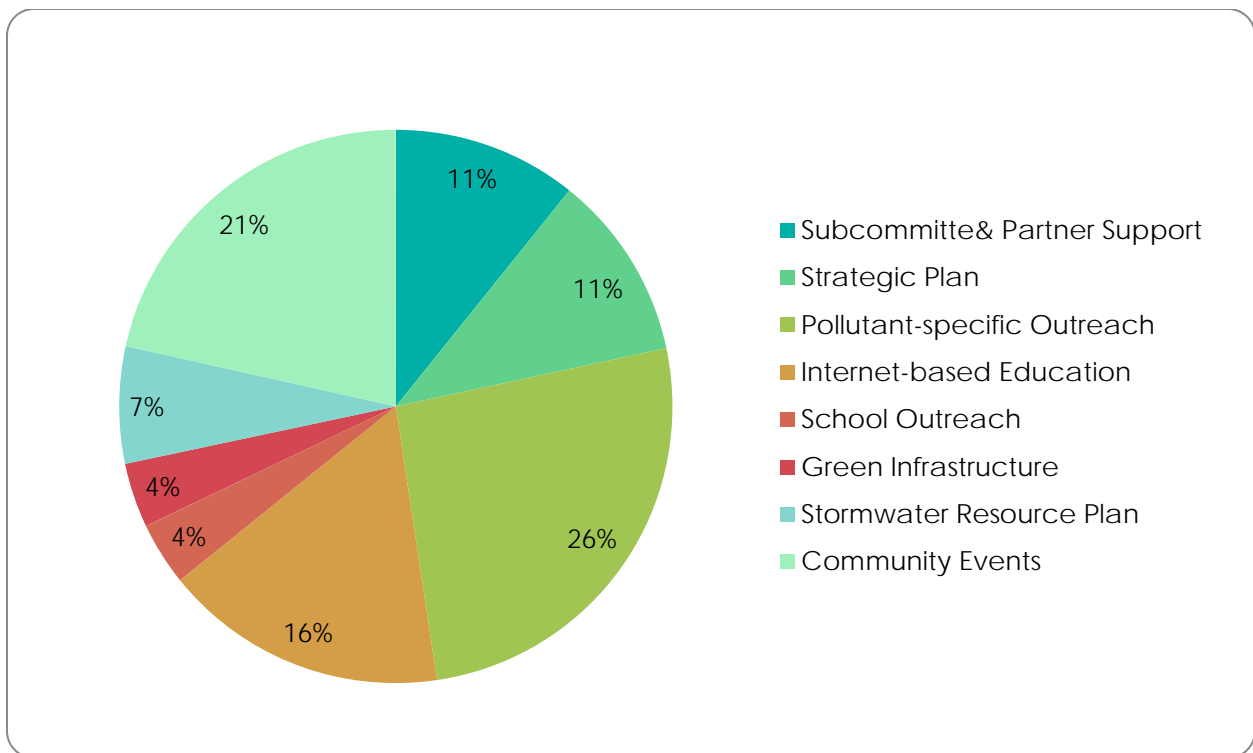
Residents of San Mateo County, businesses, students, elected officials and stakeholders

Total Budget for FY 15-16

The remaining five months of FY 15-16 will focus on developing a comprehensive five-year strategic plan that addresses CCAG's specific goals, meets NPDES permit requirements and provides measurable results. In addition, we will use the budget to maintain and build on previously established outreach initiatives as well as implement new tactics approved in the five-year strategic plan.

The total budget allocation for the remainder of FY 15-16 is as follows. Allocations include partner and subcontractor fees as well as projected expenses. A detailed budget breakdown of staff rates and hours per task is available [here](#).

| | | |
|--|------------------|---|
| Task 1: Subcommittee and Partner Support | \$26,936 | |
| Task 2: Strategic Plan | \$27,138 | |
| Task 3: Pollutant-Specific Outreach | \$64,970 | includes IPM outreach by Suzanne Bontempo |
| Task 4: Internet-Based Education | \$41,472 | |
| Task 5: School Outreach | \$9,199 | |
| Task 6: Green Infrastructure | \$9,470 | includes subcontractor work with EOA |
| Task 7: Stormwater Resource Plan Support | \$17,072 | includes subcontractor work with EOA |
| Task 8: Community Events | \$53,743 | Includes potential partner sponsorships |
| Total | \$250,000 | 24% of \$1,044,750 contract |



Task Strategy and Objectives

What follows is an overview of the goals, tasks, deliverables and budget for each task in the FY15-16 budget. Our overall strategy is to complete the five-year strategic plan while maintaining some of the successful outreach components that were developed and cultivated during the previous permit.

Task 1: Subcommittee and Partner Support

SGA will provide support for the CCAG Public Information and Participation (PIP) Subcommittee. We will provide support to the individual Permittees, as requested, and participate in Bay Area Stormwater Management Agencies Association (BASMAA) PIP Subcommittee meetings. In addition, SGA will report each quarter in compliance with annual reporting requirements.

Activity Goals

- Provide the CCAG PIP Subcommittee with current progress on the contract and solicit feedback
- Support outreach activities of Permittees
- Participate in BASMAA PIP Subcommittee meetings to help facilitate regional efforts including Our Water, Our World initiatives
- Establish partnerships that help maximize reach and cost effectiveness of outreach efforts and community events
- Provide quarterly and annual reports for outreach and public education activities

Tasks

- Create agendas for quarterly CCAG PIP Subcommittee meeting and disseminate to attendees.
- Attend CCAG PIP Subcommittee meetings quarterly or more often at the subcommittee's direction and provide a quarterly report of progress.
- Prepare minutes from the meeting and disseminate to entire CCAG PIP Subcommittee.
- Support individual Permittees with outreach materials and public education requests.
- Participate in BASMAA PIP Subcommittee meetings quarterly.
- Solicit partnerships with County departments (e.g., Office of Sustainability, Environmental Health), watershed organizations and local non-profit organizations to collaborate on outreach and public education initiatives.
- Draft quarterly and annual reports of outreach efforts

Deliverables

- Attend two CCAG PIP Subcommittee meetings
- Draft two meeting minutes from CCAG PIP Subcommittee meetings
- Provide individual Permittee support, as requested
- Attend two BASMAA PIP Subcommittee meetings
- Create an updated database of potential partners
- Achieve a clear understanding of each partnership potential/contribution
- One quarterly report and one annual report

Task 1: Budget Breakdown

| Subtask | Budget |
|---------------------------------------|-----------------|
| CCAG PIP Subcommittee Meeting Support | \$7,849 |
| Permittees Support | \$7,410 |
| BAASMA (OWOW) | \$1,308 |
| Partnerships | \$3,190 |
| Reporting | \$5,319 |
| Expenses | \$1,860 |
| Total | \$26,936 |

Task 2: Strategic Plan

SGA will develop a comprehensive five-year plan for CCAG that increases awareness and fosters behavior change on stormwater-related issues, including stormwater pollution, green infrastructure, stormwater capture and funding for stormwater resource plans. The strategic plan will include objectives, strategies, tactics and measurable outcomes and include detailed information on aligning current and future outreach efforts to comply with the NPDES permit and achieve CCAG's broader goals.

Activity Goals

- Conduct a comprehensive analysis of current assets and initiatives
- Develop an overarching five-year strategy that meets NPDES permit requirements and CCAG's goals
- Create a tactical plan to implement the strategy—including campaigns, milestones, measurable outcomes and evaluation points

Tasks

- Research and assess current SMCWPPP assets
- Research and analyze recent outreach and public education initiatives
- Collaborate with SMCWPPP on alignment of recent campaigns with current goals
- Develop a five-year strategic plan (3 rounds of revisions)
- Create a tactical plan (3 rounds of revisions)

Deliverables

- Assessment of existing assets and initiatives with recommendations
- A five-year strategic plan, including tactics for implementing the strategy

Task 2: Budget Breakdown

| Subtask | Budget |
|-------------------------|-----------------|
| Research and evaluation | \$9,412 |
| Strategy development | \$10,680 |
| Tactical development | \$7,046 |
| Total | \$27,138 |

Task 3: Pollutant-specific Outreach

For the remaining five months of FY 15-16, we will continue some of the successful SMCWPPP initiatives developed during the previous permit. Specifically, we will focus on IPM Point of Purchase (POP) outreach, the car wash discount program and the rain barrel rebate program. SGA will work with Suzanne Bontempo to conduct IPM POP outreach throughout the County.

SGA will develop pollutant-specific materials, as needed, to support the pollutant-specific initiatives. In addition, we will work with CCAG to create and/or update materials needed for the implementation of MRP provisions, such as municipal maintenance materials, training guides, BMP brochures, checklists or public education flyers. We will collaborate with CCAG on the complete production cycle of all materials from design to printing.

Activity Goals

- Conduct IPM POP outreach
- Re-launch the car wash pollution prevention reward program
- Support and promote the rain barrel rebate program

- Develop and produce materials to support broader initiatives and MRP provisions

Tasks

- Collaborate with Suzanne Bontempo to set goals and objectives for IPM POP
- Conduct IPM POP outreach to partner stores
- Implement the car wash pollution prevention reward program
- Develop campaign to support rain barrel rebate program
- Create and/or update collateral materials, as needed.

Deliverables

- POP outreach to 22 stores (one visit each)
- Car wash pollution prevention reward program with 10 car wash locations
- Increased interest or engagement with rain barrel rebate program
- Collateral materials (as needed)

Task 3: Budget Breakdown

| Subtask | Budget |
|----------------------------|-----------------|
| POP | \$15,521 |
| Car wash discount program | \$17,350 |
| Rain barrel rebate program | \$4,650 |
| Collateral materials | \$14,869 |
| Expenses | \$12,580 |
| Total | \$64,970 |

Task 4: Internet-based Education

We aim to support and uphold the healthy follower base that has been created on CCAG's online media channels, including Facebook, Twitter, Instagram and the website FlowstoBay.org. In addition, we will begin developing an email marketing program in order to identify and cultivate a dedicated group of stormwater advocates and integrate the people we meet offline into the program's vibrant and dynamic online community.

Activity Goals

- Establish a consistent, trustworthy presence on all online channels
- Update all social media platforms regularly with stormwater-related content and images

- Maintain the website, flowstobay.org, with current information and events
- Run online promotional ads to generate greater engagement on all sites
- Create an email marketing program to communicate with targeted audiences

Tasks

- Research, write and post content to social media channels at least four times per week and track performance biweekly.
- Create and publish promotional ads and track weekly.
- Update and support the website, as needed.
- Develop an email marketing database, segmented by interest.
- Create an email marketing template.
- Send e-blast to targeted audiences.

Deliverables

- 400 new Facebook fans
- 200 new Twitter fans
- 75 new Instagram fans
- Updates to flowstobay.org, as needed
- One e-blast to targeted audiences

Task 4: Budget Breakdown

| Subtask | Budget |
|-----------------|-----------------|
| Facebook | \$9,520 |
| Twitter | \$8,632 |
| Instagram | \$5,726 |
| Website | \$5,295 |
| Email marketing | \$6,499 |
| Expenses | \$5,800 |
| Total | \$41,472 |

Task 5: School Outreach

School outreach will work with CCAG's established partners to reach young audiences in elementary, middle and high schools in San Mateo County.

Activity Goals

- Minimize littering and pollution activities by students
- Encourage participation in pollution prevention cleanups and activities
- Motivate students to take personal responsibility for their actions to positively affect the local environment
- Inspire students to educate others and become advocates for stormwater pollution prevention

Tasks

- Secure participation from schools
- Develop presentation
- Schedule and deliver presentations
- Conduct post-presentation survey to gauge effectiveness

Deliverables

- 3 presentations at 3 high schools
- Post-presentation survey results
- Post-presentation participation in a community clean-up event

Task 5: Budget Breakdown

| Subtask | Budget |
|---------------------|----------------|
| Partnerships | \$3,591 |
| Program development | \$1,888 |
| School outreach | \$1,425 |
| Evaluation | \$1,025 |
| Expenses | \$1,270 |
| Total | \$9,199 |

Task 6: Green Infrastructure

SGA will support CCAG's green infrastructure efforts by developing collateral materials to promote and publicize progress on San Mateo County projects and supporting the cities in their communication initiatives.

Activity Goals

- Develop outreach communications to educate residents about green infrastructure projects
- Encourage support and feedback from residents on green infrastructure efforts
- Support CCAG cities in individual outreach efforts.

Tasks

- Develop website content to support green infrastructure initiatives
- Draft email marketing content and articles to engage residents
- Create content for collateral outreach materials
- Provide communications and outreach support to cities

Deliverables

- Website content
- Email marketing articles
- Content for collateral materials
- Communications support for cities

Task 6: Budget Breakdown

| Subtask | Budget |
|-----------------------|----------------|
| Online communications | \$4,061 |
| Materials content | \$3,250 |
| Cities support | \$2,159 |
| Total | \$9,470 |

Task 7: Stormwater Resource Plan Support

SGA will help facilitate three regional community meetings aimed at soliciting public input on potential Stormwater Resource Plan (SRP) projects.

Activity Goals

- Promote SRP meetings
- Build CCAG's database of supporters and stakeholders
- Provide communications and logistical support for the SRP meetings

Tasks

- Develop stakeholder database
- Conduct outreach to stakeholders and the public about the SRP meetings
- Coordinate logistics for the SRP meetings
- Help develop the messaging, agenda, goals and planned outcomes for the meetings
- Provide follow-up after each meeting

Deliverables

- Stakeholder database
- Meeting agenda and logistics
- Meeting promotion
- Follow-up and results post-meetings

Task 7: Budget Breakdown

| Subtask | Budget |
|------------------------------|-----------------|
| Stakeholder database | \$3,261 |
| Outreach and promotion | \$5,150 |
| Meeting agenda and logistics | \$4,850 |
| Meeting facilitation | \$3,811 |
| Total | \$17,072 |

Task 8: Community Events

In this fiscal year, we will participate in popular events, such as Earth Day festivals, the San Mateo County Fair and Coastal Cleanup Day. We will table some events in person. However, to maximize resources, we will partner with other County agencies and local nonprofits to distribute our outreach materials at events they will be attending.

We will work with the same County and local nonprofit partners to coordinate and support Coastal Cleanup Day in San Mateo County. Our goal is to focus on inland hot spots that contribute to coastal pollution, thereby emphasizing that all pollution flows to the Bay.

Activity Goals

- Educate residents through personal interaction and educational materials
- Build a database of residents interested in stormwater issues

- Provide a platform for residents to engage with SMCWPPP messages, projects and initiatives
- Develop outreach partnerships with County agencies and local nonprofits
- Lend coordination assistance to Coastal Cleanup Day 2016 efforts

Tasks

- Create a database of events we will participate in or provide materials to
- Develop partnerships with County agencies and nonprofits
- Promote events
- Staff events
- Collect pledges and email sign-ups
- Update resident database
- Send post event thank you e-blast
- Help coordinate Coastal Cleanup Day 2016

Deliverables

- Attend 10 community events
- Provide materials to 5 other community events
- Event database of pledges and signups
- Thank you e-blasts after each staffed event

Task 8: Budget Breakdown

| Subtask | Budget |
|-------------------------------------|-----------------|
| Event coordination and partnerships | \$13,646 |
| Event staffing | \$8,883 |
| Promotion | \$2,835 |
| Database and follow-up | \$2,379 |
| Expenses | \$25,000 |
| Total | \$53,743 |

| | Project Director | Project Manager | Project Coordinator | Web master | Copywriter | Project Specialist | Media Specialist | Graphic Designer | Outreach Specialist | EOA | Suzanne Bontempo | Projected Expenses | |
|--------------------------------------|------------------|-----------------|---------------------|------------|------------|--------------------|------------------|------------------|---------------------|-------|------------------|--------------------|---------------------|
| RATE | \$172 | \$144 | \$125 | \$121 | \$116 | \$113 | \$112 | \$107 | \$102 | \$154 | \$60 | | |
| TASK DESCRIPTION | | | | | | | | | | | | | TOTAL |
| 1.0 Subcommitte and Partner Support | 44 | 37 | 24 | 0 | 0 | 52 | 0 | 8 | 24 | 0 | 0 | \$1,860.00 | \$26,936.00 |
| 2.0 Strategic Plan | 50 | 60 | 28 | 5 | 0 | 21 | 10 | 0 | 15 | 5 | 0 | \$0.00 | \$27,138.00 |
| 3.0 Pollutant-Specific Outreach | 19 | 48 | 40 | 30 | 25 | 47 | 54 | 89 | 29 | 0 | 114 | \$12,580.00 | \$64,970.00 |
| 4.0 Internet-Based Education | 14 | 75 | 72 | 38 | 0 | 25 | 0 | 25 | 33 | 0 | 0 | \$5,800.00 | \$41,472.00 |
| 5.0 School Outreach | 7 | 20 | 17 | 0 | 0 | 8 | 0 | 0 | 8 | 0 | 0 | \$1,270.00 | \$9,199.00 |
| 6.0 Green Infrastructure | 10 | 16 | 12 | 8 | 0 | 10 | 0 | 0 | 0 | 12 | 0 | \$0.00 | \$9,470.00 |
| 7.0 Stormwater Resource Plan Support | 15 | 23 | 18 | 7 | 0 | 15 | 9 | 0 | 15 | 25 | 0 | \$0.00 | \$17,072.00 |
| 8.0 Community Events | 14 | 32 | 44 | 0 | 0 | 75 | 0 | 0 | 76 | 0 | 0 | \$25,000.00 | \$53,743.00 |
| TOTAL | | | | | | | | | | | | | \$250,000.00 |