

C/CAG

CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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TASK ORDER FORM

Start Date: July 1, 2016

Consultant Name: S. Groner Associates

Contract: Countywide Water Pollution Prevention Program Technical Support

Task Order No.: SGA-02

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 Fiscal Year 2016-17 scope of work, not to exceed \$325,000

Completion Date: June 30, 2017

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 throughout San Mateo County through stormwater pollution prevention infrastructure, stormwater management, community outreach and public education. The San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) oversees the public information and outreach efforts for all CCAG's participating Permittees 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

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

- Meet all the requirements of the NPDES Municipal Stormwater Permit
- Increase support for green infrastructure
- Position the program as a leader in innovative solutions to water pollution and community improvement as a foundation for future funding

Target Pollutants

Priorities: Litter, pesticides (promote integrated pest management)

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

Target Audience

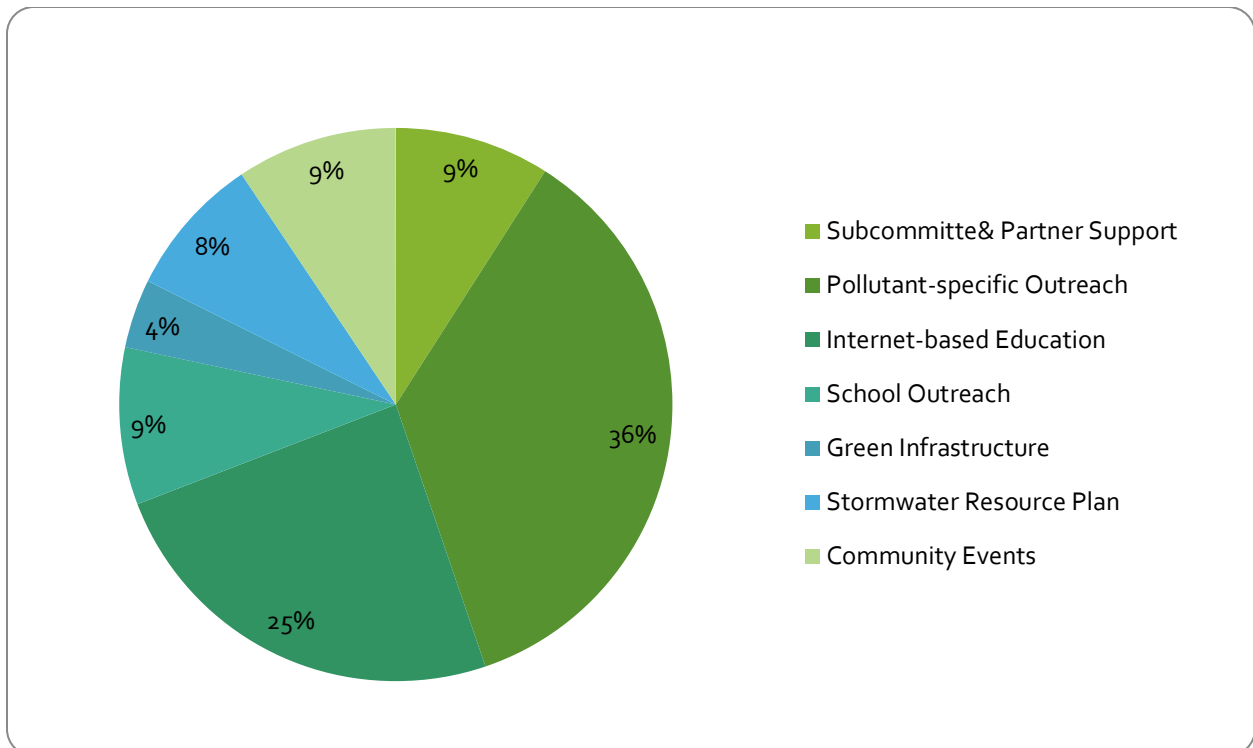
Residents of San Mateo County, businesses, students, elected officials and stakeholders

Total Budget for FY 16-17

The focus for fiscal year 16-17 will be to meet all permit requirements while also engaging San Mateo County in green infrastructure projects and raising the profile of SMCWPPP as an innovative contributor to water pollution prevention efforts. We will forge strategic partnerships with stakeholders and watershed groups to help extend the program's reach and messaging.

The total budget allocation for FY 16-17 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	\$29,408	
Task 2: Pollutant-Specific Outreach	\$116,002	includes IPM outreach by Suzanne Bontempo
Task 3: Internet-Based Education	\$79,286	
Task 4: School Outreach	\$29,860	
Task 5: Green Infrastructure	\$13,090	
Task 7: Stormwater Resource Plan Support	\$26,828	
Task 8: Community Events	\$30,526	
Total	\$325,000	



Task Strategy and Objectives

What follows is an overview of the goals, tasks, deliverables and budget for each task in the FY16-17 budget. Our overall strategy is to reinvigorate SMCWPPP's existing Team Effort campaign in order to highlight the ways SMCWPPP is working to prevent stormwater pollution as well as provide ways residents can help reduce pollution at home and in their neighborhoods.

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 and provide a quarterly report of progress
- Prepare minutes from the meeting and disseminate to entire CCAG PIP Subcommittee
- Provide the CCAG PIP Subcommittee with monthly updates on current outreach efforts, upcoming initiatives and ways to participate
- Support individual Permittees with outreach materials and public education requests.
- Participate in BASMAA PIP Subcommittee meetings

- Cultivate 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 four CCAG PIP Subcommittee meetings
- Draft four meeting minutes from CCAG PIP Subcommittee meetings
- Draft 12 monthly updates and disseminate to CCAG PIP Subcommittee
- Provide individual Permittee support, as requested
- Attend BASMAA PIP Subcommittee meetings
- Four quarterly reports and one annual report

Task 1: Budget Breakdown

Subtask	Budget
CCAG PIP Subcommittee Meeting Support	\$12,183
Permittees Support	\$7,592
BAASMA (OWOW)	\$1,308
Reporting	\$6,525
Expenses	\$1,800
Total	\$29,408

Task 2: Pollutant-specific Outreach

In FY16-17, we will focus on San Mateo County's priority pollutant: litter. We will conduct an extensive review of litter data available throughout the County, as well as research studies on successful anti-litter campaigns. Our goal is to gain an understanding of the barriers and motivators to disposing of litter properly and craft a pilot campaign that measurably reduces trash in a target area.

We will continue to build Point of Purchase (POP) outreach to promote Integrated Pest Management (IPM), the car wash coupon program and the rain barrel rebate program. SGA will work with Suzanne Bontempo to conduct IPM POP outreach throughout the County and will develop pollutant-specific materials, as needed, to support the pollutant-specific initiatives.

Activity Goals

- Achieve an understanding of litter attitudes, barriers and motivators in San Mateo County
- Obtain media attention for SMCWPPP outreach campaigns
- Conduct IPM POP outreach, including materials and employee training
- Complete the car wash pollution prevention reward program
- Support and promote the rain barrel rebate program
- Develop and produce materials to support pollutant-specific outreach

Tasks

- Conduct research on litter attitudes and behaviors
- Draft a pilot anti-litter campaign
- Draft press releases on litter analysis and rain barrel rebate program
- Collaborate with Suzanne Bontempo to conduct IPM POP outreach to partner stores
- Continue the car wash pollution prevention reward program
- Conduct a digital campaign to support rain barrel rebate program
- Create and/or update collateral materials, as needed

Deliverables

- Database of literature on litter attitudes and behaviors
- Analysis of litter data, including trends, barriers and motivators
- Litter pilot plan
- POP outreach to 21 stores
- POP employee training at 21 stores
- Car wash pollution prevention reward program with 11 car wash locations
- 50 rain barrel rebate applications distributed
- Increased interest or engagement with rain barrel rebate program
- Collateral materials (as needed)

Task 2: Budget Breakdown

Subtask	Budget
Litter	\$33,425
POP	\$26,450
Car wash discount program*	\$8,600
Rain barrel rebate program	\$9,235

Subtask	Budget
Collateral materials	\$14,443
Contract management	\$7,974
Expenses	\$15,875
Total	\$116,002

* The car wash program is a transit-focused outreach campaign.

Task 3: Internet-based Education

Digital media is a powerful tool for public education, particularly for programs with modest budgets. It allows a program to reach more people at a lower cost than traditional in-person outreach and deliver messages that are tailored, targeted and repeated frequently. We aim to continue to expand the reach of SMCWPPP's pollution-prevention messaging on Facebook, Twitter, the website flowstobay.org and through a new blog and quarterly e-newsletter.

Activity Goals

- Establish a consistent, trustworthy presence on all online channels
- Update all social media platforms regularly with stormwater-related content, watershed partner information and images
- Maintain the website, flowstobay.org, with current information and events
- Create a blog on flowstobay.org that provides content for other online channels
- Run online promotional ads to generate greater engagement on all sites
- Communicate with targeted audiences via quarterly e-newsletters and occasional e-blasts

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
- Create a blog on flowstobay.org and publish biweekly
- Deliver quarterly e-newsletters to email subscribers
- Deliver e-blasts to targeted audiences, as needed

Deliverables

- One new blog with 16 blog posts
- 5,000 new Facebook fans and 5,000 interactions
- 1,000 new Twitter fans
- Updates to flowstobay.org, as needed
- 4 e-newsletters
- 2,000 new e-newsletter subscribers
- Average 25% open rate and 24% click through rate on e-newsletters

Task 3: Budget Breakdown

Subtask	Budget
Facebook	\$17,875
Twitter	\$15,322
Blog	\$12,500
Website	\$14,600
E-newsletter	\$12,500
Expenses	\$6,489
Total	\$79,286

Task 4: School Outreach

The school outreach program aims to educate and inspire environmental problem-solving and critical thinking in school-aged children and their parents. We aim to partner with other County departments, non-profit organizations (NGOs) and community-based organizations (CBOs) to establish a robust and recognizable program for elementary, middle and high school students in San Mateo County.

Activity Goals

- Establish school outreach partners in San Mateo County
- Minimize littering and pollution activities by students
- Increase understanding of green infrastructure solutions in San Mateo County
- 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

- Develop elementary and middle school program
- Expand high school presentation program
- Secure participation from schools in each age-group
- Schedule and deliver presentations
- Conduct post-presentation survey to gauge effectiveness
- Create partnerships to enhance and support the school outreach programs
- Develop an outstanding steward award program with partners

Deliverables

- One educational program for elementary and middle schools, including pollution prevention and green infrastructure messages
- 15 San Mateo County schools reached
- Post-presentation evaluation developed for each age group
- Post-presentation participation in a community clean-up event
- One outstanding stewardship award program
- A minimum of two awards given

Task 4: Budget Breakdown

Subtask	Budget
Planning	\$3,548
Partnerships	\$5,662
School outreach	\$17,540
Stewardship program	\$1,500
Expenses	\$1,610
Total	\$29,860

Task 5: Green Infrastructure

SGA will support and promote SMCWPPP’s green infrastructure efforts by developing collateral materials to promote and publicize progress on San Mateo County projects and engaging local media in existing and future green infrastructure initiatives.

Activity Goals

- Develop outreach communications to educate residents about green infrastructure projects
- Encourage support and feedback from residents on green infrastructure efforts
- Obtain media interest in current and future green infrastructure initiatives

Tasks

- Develop digital content to support green infrastructure initiatives on all online platforms
- Draft e-newsletter articles on green infrastructure to engage residents
- Create content for collateral outreach materials
- Draft press releases on green infrastructure initiatives and conduct outreach to local media

Deliverables

- Green infrastructure content on online platforms
- 4 green infrastructure articles for e-newsletters
- Content for collateral materials
- Press release on green infrastructure initiatives

Task 5: Budget Breakdown

Subtask	Budget
Green infrastructure support	\$8,040
Media relations	\$4,590
Expenses	\$460
Total	\$13,090

Task 6: Stormwater Resource Plan Support

SGA will help to educate the public and promote the benefits of SMCWPPP's Stormwater Resource Plan (SRP) and facilitate regional community meetings aimed at soliciting public input on SRP projects. To garner support for the SRP, we will use branding and media relations to create a cohesive identity for SMCWPPP as a trustworthy, innovative, problem-solver.

Activity Goals

- Educate and promote SRP projects
- Organize and facilitate 3 SRP meetings

- Maintain SRP database of engaged residents and partners
- Provide communications and logistical support for the SRP meetings
- Engage local media in green infrastructure initiatives, including the SRP

Tasks

- Maintain SRP database
- Conduct outreach to stakeholders and the public about the SRP meetings
- Coordinate logistics for the SRP meetings
- Provide support and follow-up after SRP meetings
- Help develop a cohesive vision and mission for SMCWPPP
- Create press release on the SRP, emphasizing multi-beneficial uses

Deliverables

- SRP database
- Meeting agenda and logistics
- Meeting promotion
- Follow-up and results post-meetings
- SMCWPPP vision and mission statements
- Press release on the SRP

Task 6: Budget Breakdown

Subtask	Budget
Database maintenance	\$3,500
SRP meeting support	\$6,900
Media relations	\$5,250
Brand identity and promotion	\$9,933
Expenses	\$1,245
Total	\$26,828

Task 7: Community Events

SGA will use popular community events to engage the public with stormwater pollution prevention messages and best management practices. We will table large-scale events and participate in cleanups that attract a wide audience of San Mateo County residents. To maximize

resources, we will partner with other County agencies and local nonprofits to distribute our outreach materials at events they are attending.

Activity Goals

- Educate residents through personal interaction and educational materials
- Build our existing 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, NGOs and CBOs
- Promote and support local cleanup events, such as Coastal Cleanup Day

Tasks

- Maintain a database of events we will participate in or provide materials to
- Continue to cultivate partnerships with County agencies, NGOs and CBOs
- Develop new and update existing materials to better engage residents in SMCWPPP pollution-prevention messages and green infrastructure efforts
- Promote events on all online platforms
- Staff events and collect pledges and e-newsletter subscribers
- Maintain resident database
- Promote and support local cleanup events on all online platforms

Deliverables

- Develop 5 new outreach materials, including 2 green infrastructure materials
- Update 5 existing materials
- Promotion of local events and cleanup on all online platforms
- Attend 10 community events
- 1,500 new residents added to database
- 60% of new database entries show interest in green infrastructure

Task 7: Budget Breakdown

Subtask	Budget
Event coordination	\$7,200
Event staffing	\$5,995
Promotion	\$1,200

Subtask	Budget
Event materials	\$11,931
Expenses	\$4,200
Total	\$30,526

	Project Director	Project Manager	Project Coordinator	Web master	Copywriter	Project Specialist	Media Specialist	Graphic Designer	Outreach Specialist	Suzanne Bontempo	Projected Expenses	
RATE	\$172	\$144	\$125	\$121	\$116	\$113	\$112	\$107	\$102	\$60		
TASK DESCRIPTION												TOTAL
1.0 Subcommittee and Partner Support	44	56	14	0	0	72	0	10	10	0	\$1,800.00	\$29,408.00
2.0 Pollutant-Specific Outreach	35	112	65	52	30	136	34	98	90	354	\$15,875.00	\$116,002.00
3.0 Internet-Based Education	25	118	94	67	0	125	0	57	112	0	\$6,489.00	\$79,286.00
4.0 School Outreach	11	38	21	0	0	93	0	0	76	0	\$1,610.00	\$29,860.00
5.0 Green Infrastructure	10	18	12	9	0	25	15	0	12	0	\$460.00	\$13,090.00
6.0 Stormwater Resource Plan Support	14	38	20	16	0	53	24	0	45	0	\$1,245.00	\$26,828.00
7.0 Community Events	9	29	35	0	0	75	0	0	76	0	\$4,200.00	\$30,526.00
TOTAL												\$325,000.00