

C/CAG

CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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TASK ORDER FORM

Start Date: July 1, 2017

Consultant Name: S. Groner Associates

Contract: Countywide Water Pollution Prevention Program Technical Support

Task Order No.: SGA-03

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 2017-18 scope of work, not to exceed \$325,000

Completion Date: June 30, 2018

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.

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SGA

Sandy Wong, Executive Director Date

Date

SMCWPPP Scope of Work FY 17-18

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 of 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 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: household hazardous waste, waste resulting from mobile businesses

Target Audience

Residents of San Mateo County, businesses, students, elected officials and stakeholders (NGO's, CBO's and like-minded organizations)

Total Budget for FY 17-18

The focus for fiscal year 17-18 will be to meet 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 focus on forging critical partnerships with stakeholders and watershed groups to create vital support and to help extend the program’s reach and messaging. The total budget allocation for FY 17-18 is as follows. Allocations include partner and subcontractor fees as well as projected expenses.

Task	Budget
1. Subcommittee and Partnerships	\$25,000
2. Pollution Specific Outreach	\$100,000
3. Internet Based Education	\$110,000
4. School Outreach	\$20,000
5. Green Infrastructure	\$10,000
6. Community Events	\$30,000
7. Annual Reporting and Contract Management	\$30,000
Grand Total	\$325,000

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.

Tasks

- Create agendas for bi-annual CCAG PIP Subcommittee meeting and disseminate to attendees
- Attend CCAG PIP Subcommittee meetings bi-annually and provide a 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 requests
- Attend six BASMAA 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

Deliverables

- Host two CCAG PIP Subcommittee meetings
- Draft two meeting minutes from CCAG PIP Subcommittee meetings
- Draft 12 monthly updates and disseminate to CCAG PIP Subcommittee
- Provide individual Permittee support, as requested
- Attend six BASMAA meetings

Budget: \$25,000.

Task 2: Pollutant-Specific Outreach- C.7.b, C.7.e., C.9.e

In FY17-18, we will focus on San Mateo County's priority pollutant: litter. Building on our research and pilot development from FY16-17, we will implement the pilot campaign in three cities in San Mateo County. This implementation will be in coordination with the city's public works offices and their waste hauler Recology. The objective is to reduce litter created by multifamily housing, as a result of waste disposal logistics and social norms and behaviors within the community.

Additionally, we will continue to build Point of Purchase (POP) outreach to promote Integrated Pest Management (IPM) and the rain barrel rebate program, through our partnership with BAWSCA. 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.

Tasks

- Launch, monitor and evaluate Litter Reduction Pilot
- Collaborate with Suzanne Bontempo to conduct IPM POP outreach to partner stores
- Continue digital campaign to support rain barrel rebate program
- Create and/or update collateral materials, as needed

Deliverables

- Analysis of Litter Pilot results
- POP outreach to stores in San Mateo County
- POP employee training at stores in San Mateo County
- 50 rain barrel rebate applications distributed
- Increased interest and engagement with rain barrel rebate program and opt-in map
- Collateral materials (as needed)

Budget: \$100,000.

Task 3: Internet-based Education - C.7.c

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 its blog and quarterly e-newsletter.

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 biweekly
- Update and support the website, as needed
- Draft timely and informative blog posts
- Deliver quarterly e-newsletters to email subscribers

Deliverables

- 12 blog posts
- 4,000 new Facebook fans
- 1,000 new Twitter fans
- Updates to flowstobay.org, as needed
- 4 e-newsletters
- 1,200 new e-newsletter subscribers
- Average 25% open rate and 24% click through rate on e-newsletters

Budget: \$110,000.

Task 4: School Outreach -C.7.f

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 school aged children in San Mateo County.

Tasks

- Develop a program for reaching San Mateo students with stormwater education
- Secure participation from schools
- Create partnerships to enhance and support school outreach
- Conduct school outreach and evaluation

Deliverables

- One educational program for school-aged children, including pollution prevention messages
- Post campaign evaluation

Budget: \$20,000.

Task 5: Green Infrastructure

SGA will support and promote SMCWPPP's green infrastructure efforts by coordinating outreach efforts and presentations given throughout the county. These presentations will work towards educating residents on the functions and benefits of green infrastructure.

Tasks

- Coordinate outreach and presentations in San Mateo County
- 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 (as needed)

Deliverables

- Coordination of outreach presentations
- Green infrastructure content on online platforms
- 4 green infrastructure articles for e-newsletters
- Content for collateral materials (as needed)

Budget: \$10,000.

Task 6: Community Events -C.7.d

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.

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 and update outreach materials (as needed)
- Promotion of local events and cleanup on all online platforms
- Attend 10 community events
- 1,000 new residents added to database

Budget: \$30,000.

Task 7: Annual Reporting and Contract Management

SGA will prepare SMCWPPP's annual report for C7 and C9 requirements that are met within our scope of work. We will also train PIP members on how to prepare their annual reports, review and edit their reports and provide additional support. Contract management will coordinate overall direction of projects under the scope of work as well as provide communications with SMCWPPP regarding progress updates and regular weekly meetings.

Tasks

- Prepare annual report training presentation for PIP members
- Present training to PIP members
- Review and edit PIP member's annual reports
- Prepare SMCWPPP's annual report for C7 and C9 requirements
- Hold weekly meetings with SMCWPPP to provide updates
- Provide weekly update document

Deliverables

- PIP training presentation
- Annual report for C7 and C9
- Reviewed and edited PIP member annual reports
- Weekly meetings with SMCWPPP
- Weekly update document

Budget: \$30,000.