

Purpose

The purpose of the San Mateo County Water Pollution Prevention Program (SMCWPP), operated through the San Mateo City/County Association of Governments (C/CAG), 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. SMCWPPP oversees the public information and outreach efforts for all of C/CAG'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:

1. Support member agencies' green infrastructure (GI) and community project initiatives as they seek adoption of their GI plans by Fall of 2019
2. Position the program as a leader in innovative solutions to water pollution and community improvement to set a foundation for future funding
3. Meet most of the requirements for the NPDES Municipal Stormwater Permit

Permit Requirements Included

C.7.b, C.7.c, C.7.e, C.9.e. i-iii, C.15.b.iv, C.15.b.v (a,b,d), C.15.b.vi(a,b,c,d)

Target Pollutants and Intervention Methods

Focal Points: green infrastructure, pesticides, and litter/trash.

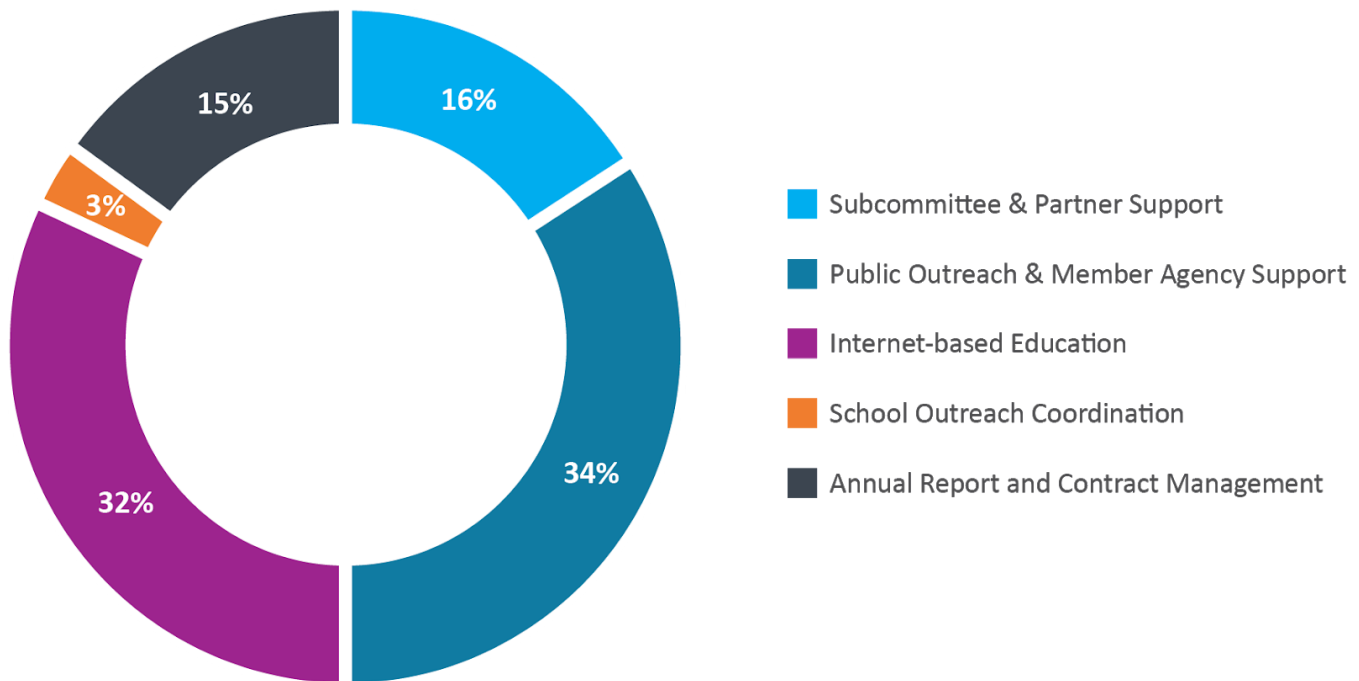
Target Audience

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

Total Budget for FY 2018-2019

The budget for the 2018-2019 fiscal year supports the operation and coordination of campaigns that aim to meet the following goals:

- 1) Supporting member agencies' green infrastructure and community project initiatives as they seek adoption of their GI plans by Fall of 2019
- 2) Position the program as a leader in innovative solutions to water pollution and community improvement to set a foundation for future funding
- 3) Help meet most of the NPDES permit requirements. Allocations include partner and subcontractor fees as well as projected expenses. The total budget allocation for FY 18-19 is as follows:



Task	Budget
Subcommittee & Partner Support	\$45,000
Public Outreach & Member Agency Support	\$93,500
Internet-based Education	\$87,000
School Outreach Coordination	\$7,000
Annual Report and Contract Management	\$42,500
Total	\$275,000

Task Strategy and Objectives

What follows is an overview of the goals, tasks, deliverables, and budget for each subtask in the FY 18-19 budget. Our strategy is twofold:

- 1) To provide impactful tools and support to Public Information and Participation (PIP) subcommittee and GI committee members so that they may in turn effectively communicate their efforts of promoting green infrastructure and pollution prevention practices and projects to their residents
- 2) To directly provide education and information to the San Mateo County community about methods to support the mitigation of stormwater pollution.

Task 1: Subcommittee & Partner Support

SGA will continue to provide support for the C/CAG PIP subcommittee. We will provide support to the individual permittees as requested, and participate in Bay Area Stormwater Management Agencies Association (BASMAA) meetings.

Activity Goals

- Provide the C/CAG PIP subcommittee with current progress on the contract and solicit feedback
- Support outreach activities of permittees
- Participate in PIP subcommittee meetings to help facilitate regional efforts including “Our Water, Our World” initiatives

Tasks

- Create agendas for bi-annual C/CAG PIP subcommittee meetings and disseminate to attendees
- Attend C/CAG PIP subcommittee meetings and provide a report of progress
- Prepare minutes from the meeting and disseminate to C/CAG PIP subcommittee
- Provide the C/CAG PIP subcommittee with bi-monthly updates on current outreach efforts, upcoming initiatives, and ways to participate
- Support individual permittees with outreach material requests
- Participate in 2 BASMAA meetings

Deliverables

- Host 2 C/CAG PIP subcommittee meetings
- Draft 2 meeting minutes from C/CAG PIP subcommittee meetings
- Draft 6 monthly updates and disseminate to C/CAG PIP subcommittee
- Provide individual permittee support as requested
- Attend 2 BASMAA meetings

Task 1: Subcommittee & PIP Member Support Budget Breakdown

Subcommittee and Partner Support	Budget
PIP meeting coordination	\$9,000
PIP member support and updates	\$8,000
Flowstobay.org PIP website support	\$3,000
Collateral materials	\$25,000
Total	\$45,000

Task 2: Public Outreach & Member Agency Support

Permit requirements met: C.7.b., C.7.e., C.9.e ii (1-3)

Outreach Support Campaign

In FY 18-19, we will focus on supporting member agencies and GI committee members with projects related to mitigating stormwater pollution with GI initiatives, specifically as members prepare to have their GI plans adopted by September 2019. As determined by results of a conducted survey and discussion, the support will be primarily in the form of outreach resources and materials. Such materials may include brochures, posters, PowerPoint presentation templates, and the creation of an animated video. Materials will also be translated from English into different languages best suited to reach a larger audience in San Mateo County. A specific list of materials and language translations will be determined by further survey and research. The intention of the outreach support campaign is to assist member agencies in educating residents, internal staff, elected officials and other such stakeholders on topics that will facilitate broader community acceptance and support for GI projects and stormwater pollution mitigation initiatives.

Please note that this outreach support no longer includes any community or citizen involvement events needed to fulfill permit requirement for section C.7.d. SGA, with the assistance of SMCWPPP, will coordinate with other member agencies such as the Office of Sustainability, to ensure the permit requirement is being met elsewhere. This coordination will also allow us to inform PIP members of events as well as publicize the events via social media platforms and the flowstobay.org website. PIP members will be informed of this strategy change early in the fiscal year so that they may plan their efforts accordingly.

Rain Barrel Campaign

In addition to the Outreach Support Campaign, we will continue to promote and disseminate information about the existing Rain Barrel rebate program in partnership with BAWSCA. Promotion of this effort will include social media platforms and advertising, e-newsletter, and the flowstobay.org website. These efforts will be a secondary priority to the Outreach Support Campaign, and will allow for the maintenance of the existing campaign throughout the county.

Pesticide-Specific Outreach

Outreach will also include building our Point of Purchase (POP) program to promote Integrated Pest Management (IPM) as part of our pesticides campaign. SGA will conduct store-specific outreach and will aim to form a partnership with Master Gardeners to perform the in-store training of employees on relevant pesticide and IPM information. Outreach to pest control operators and contractors will also be included in our pesticides outreach, to help inform them of the hazards of pesticides and to encourage the reduction of their use. We will additionally perform outreach to residents who may be hiring pest control operators and educate them on non-toxic alternatives and locating a green pest control operator.

Activity Goals

- Create supporting materials for GI committee and PIP members to use as they get their GI plans adopted
- Increase overall awareness of stormwater runoff pollution prevention messaging
- Educate residents on green infrastructure
- Promote Integrated Pest Management
- Promote Rain Barrel Rebate

Tasks

- Create supporting collateral materials for GI committee and PIP members

- Collaborate with Master Gardeners to conduct IPM outreach/training to partner stores
- Perform outreach to pest control operators
- Educate residents on eco-friendly pest control operators and practices
- Promote and distribute Rain Barrel Rebates to residents

Deliverables

- Research and perform surveys from Member Agencies and GI committee members regarding specific resources and materials needed to support the adoption of their GI plans
- POP outreach to stores in San Mateo County
- POP employee training at stores in San Mateo County
- Educational outreach to pest control operators
- Educational outreach to residents regarding pest control operators and best practices
- Rain Barrel advertising and promotion
- Reporting metrics and evaluation of Rain Barrel promotion and rebate redemptions

Reporting Assessment/Evaluation

- C.7.b., C.7.e.
 - Our partnership with BAWSCA on the Rain Barrel Campaign will be supported and promoted via social media, e-newsletter, and the flowstobay.org website. This will satisfy the C.7.e. “collaborative effort” portion of the permit. The maintenance and promotion of this program also qualifies as an “outreach campaign,” satisfying the C.7.b. permit requirement. Evaluation measurements will include interaction on the flowstobay.org website page as well as social media engagement. Rebate redemptions will also be evaluated.
- C.9.e.ii 1-3.
 - Reporting on store visits and trainings will satisfy the evaluation portion of Pesticide-Specific Outreach.
 - Social media posts will be written informing residents of best practices when hiring a pest control operator. Reporting will include the number of social media posts written and the reach of each post.
 - Letters will be sent to pest control operators informing them of best management practices with regards to pesticides. The number of pest control operators receiving a letter will be reported.

Task 2: Budget Breakdown

City Support	Budget
Outreach Support Campaign	\$73,500
Pesticide-Specific Outreach	\$18,000
Rain Barrel Campaign	\$2,000
Total	\$93,500

Task 3: Internet-based Education

Permit requirements met: C.7.c, C.15.iv (1-2), C.15.v (a,b,d), C.15.vi(a,b,c,d)

Digital media is a powerful tool for public education. It allows a program to reach more people at a lower cost than traditional in-person outreach. It is also capable of delivering 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 flowstobay.org website, its blog and the quarterly e-newsletter. We recommend discontinuing Twitter advertising as this advertising outlet has historically proven to be challenging while providing a low return on investment. However, we recommend continuing Twitter posts and maintaining the current following, while decreasing the overall number of Twitter posts per week. We also recommend increasing the advertising dollars on the Facebook platform to increase our engagement and reach. With the recent updates of the Facebook algorithm, organic reach and engagement of business pages has decreased dramatically. An increased advertising budget will help counter any negative effects from this algorithm change.

Activity Goals

- Establish a consistent, trustworthy presence on all online channels
- Update all social media platforms regularly with local stormwater-related content, watershed partner information and images, and Rain Barrel Campaign rebate information
- Maintain the flowstobay.org website with current information and events
- Run Facebook ads to generate greater engagement and reach
- Communicate with targeted audiences via quarterly e-newsletters

Tasks

- Research, write and post content to social media channels (at least four times per week for Facebook and two times per week for Twitter) and track performance biweekly
- Create and publish Facebook ads and track biweekly progress
- Update and support the website as needed
- Draft timely and informative blog posts
- Deliver quarterly e-newsletters to e-newsletter subscribers

Deliverables

- 12 blog posts
- 4,000 new Facebook likes
- Update flowstobay.org website to archive current Flows to Bay Challenge pages onto a resource page, update content and design, and update as needed throughout the year
- 4 e-newsletters
- Average 25% open rate and 5% click through rate on e-newsletters

Reporting Assessment/Evaluation

- C.7.c.
 - Point of contact requirements will be fulfilled with the flowstobay.org website, Facebook, Twitter and the e-newsletter. Reporting will include the number of residents reached, activity, and engagement.
- C.15.iv-C.15.vi.
 - These requirements will be met through social media posts promoting their respective messages. Reporting will include text from the posts and their reach.

Task 3: Budget Breakdown

Internet-based Education	Budget
Facebook	\$29,000
Twitter	\$9,000
Blog	\$11,000

Website	\$25,000
e-Newsletter	\$13,000
Total	\$87,000

Task 4: School Outreach

Permit requirements met: None

Due to budget changes, SGA will no longer run the school outreach program. However, we plan on partnering and coordinating with the San Mateo County Office of Education (SMCOE) and the Office of Sustainability to ensure the school outreach permit requirements and necessary evaluations are completed. By developing a partnership with the SMCOE, we plan on laying the foundation for an ongoing school outreach program beginning in FY 19-20 and beyond.

Activity Goals

- Establish partnerships with the SMCOE and Office of Sustainability
- Lay groundwork for an ongoing school outreach program starting in FY 19-20 with the SMCOE
- Evaluate partner campaigns and ensure permit requirements have been met

Tasks

- Meet with the SMCOE to form an ongoing partnership for the school outreach program
- Coordinate and track progress of the Office of Sustainability and their school outreach program(s)
- Audit program and create an evaluation method for the Office of Sustainability school outreach program(s)
- Report quarterly on progress of school outreach programs

Deliverables

- 4 reports
- Evaluation method for school outreach program(s)

Task 4: Budget Breakdown

School Outreach	Budget
Coordination	\$7,000
Total	\$7,000

Task 5: Annual Reporting and Contract Management

SGA will complete annual reporting for C7 and C9 requirements for FY 18-19 and train and support PIP members with their respective annual reports for C7 and C9 requirements. This training includes presenting at the annual reporting workshop, addressing PIP member Q&A's during the reporting process, and editing PIP members' annual reports prior to their submission. SGA will also hold weekly client meetings with SMCWPPP to discuss and review program progress and strategy. Weekly agendas and updates will also be included in those weekly meetings.

Activity Goals

- Complete FY 17-18 annual report
- Provide support to PIP members during reporting process
- Communicate and meet regularly with SMCWPPP for progress reports and guidance with strategy
- Complete administrative tasks for project

Tasks

- Present at annual reporting workshop
- Edit PIP members' annual reports
- Complete and submit annual report
- Meet weekly with client
- Complete administrative tasks for project

Deliverables

- 1 presentation at annual reporting workshop
- Edit all submitted PIP members' annual reports
- 1 annual report for C7, C9 and C15 requirements
- Weekly updates and meetings for duration of FY 18-19

Task 6: Budget Breakdown

Annual Reporting and Contract Management	Budget
Annual Reporting	\$16,000
Contract Management	\$26,500
Total	\$42,500