

C/CAG

CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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TASK ORDER FORM

Start Date: July 1, 2019

Consultant Name: S. Groner Associates

Contract: Countywide Water Pollution Prevention Program Technical Support

Task Order No.: SGA-05

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 2019-20 scope of work, not to exceed \$250,000

Completion Date: June 30, 2020

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 San Mateo County Water Pollution Prevention Program (SMCWPPP), 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. Meet all the Public Information and Outreach requirements of the NPDES Municipal Stormwater Permit
2. Increase support for green infrastructure
3. Position the program as a leader in innovative solutions to water pollution and community improvement

Permit Requirements Included

C.7.b, C.7.c, C.7.d, C.7.e, C.7.f; 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

Priorities: Pesticides (promote integrated pest management), Litter/Trash, Pet Waste
Others: Pet Waste, Household Hazardous Waste, Wash Water

Intervention Methods

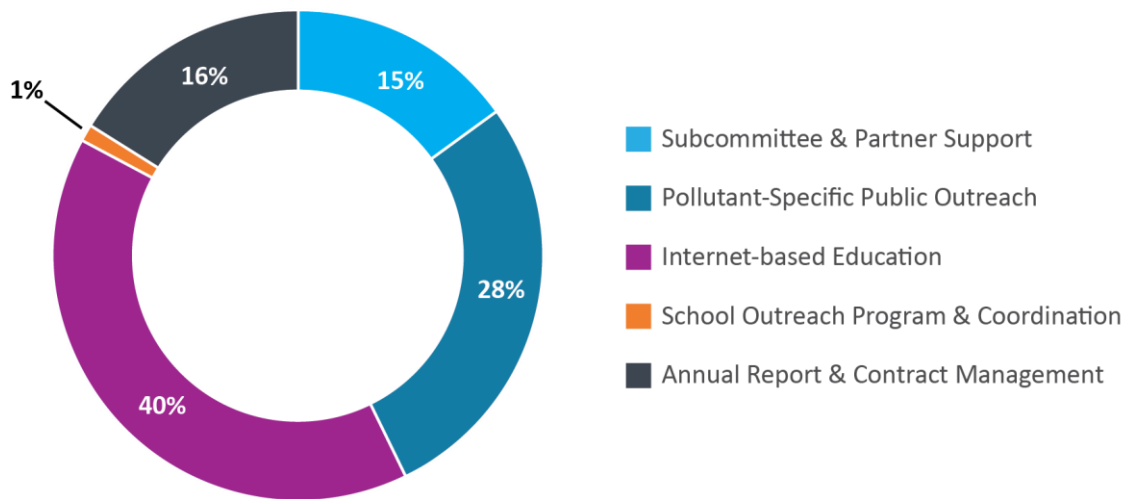
Rain barrels, rain gardens, and additional green infrastructure

Target Audience

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

Total Budget for FY' 2019-2020

The focus for fiscal year 19-20 will be to meet permit requirements while also engaging San Mateo County in stormwater pollution prevention and raising the profile of SMCWPPP as an innovative contributor to water pollution prevention efforts. We will focus on engaging residents to take a support efforts that prevent damaging pollution affecting local bodies of water, including creeks, the Pacific Ocean and the Bay. We will provide residents with tools and trainings to easily adopt and integrate green infrastructure and pollution prevention practices into their lives; while also forging critical partnerships with Non-governmental Organizations (NGOs) and Community Based Organizations (CBOs). The total budget allocation for FY' 19-20 is as follows. Allocations include partner and subcontractor fees as well as projected expenses.



Task	Budget
Subcommittee & Partner Support	\$39,000 (15%)
Pollutant-Specific Public Outreach	\$70,000 (28%)
Internet-based Education	\$99,000 (40%)
School Outreach Program & Coordination	\$2,000 (1%)
Annual Report and Contract Management	\$40,000 (16%)
Total	\$250,000 (100%)

Task Strategy and Objectives

What follows is an overview of the goals, tasks, deliverables and budget for each task in the FY'19-20 budget. Our overall strategy for this year is to provide residents with meaningful tools to incorporate green infrastructure and pollution prevention practices in their homes, while creating relationships and partner with key NGOs, CBOs and local businesses, who will act as champions and advocates within the community. Our activities and messaging will encourage residents to join SMCWPPP in working to promote clean water practices and highlight the work SMCWPPP is doing throughout the county to prevent 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 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 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 quarterly updates on current outreach efforts, upcoming initiatives, and ways to participate
- Support individual permittees with outreach material requests
- Participate in BASMAA meetings

Deliverables

- Host 2 C/CAG PIP subcommittee meetings
- Draft 2 meeting minutes from C/CAG PIP subcommittee meetings
- Draft 4 quarterly updates and disseminate to C/CAG PIP subcommittee
- Provide individual permittee support as requested
- Attend BASMAA meetings as needed

Task 1: Subcommittee & PIP Member Support Budget Breakdown

Subcommittee and Partner Support	Budget
PIP meeting coordination	\$8,000
PIP member support and updates	\$6,000
Collateral materials	\$25,000
Total	\$39,000

Task 2: Pollutant Specific Public Outreach

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

Outreach Campaign

In FY' 19-20, we would like to create a Green Streets Stewards Pilot Program program that engages and encourages residents to learn more about green infrastructure (GI) in their community and to participate in stewardship of GI as it is implemented. Below is a brief outline of the vision, goals, and objectives for this campaign. Please note that this program outline here is dependent on successfully recruiting participating pilot jurisdictions and partnering entities to implement the program.

Vision:

The long-term vision for this pilot is to create a Green Streets Stewards (GSS) program that will benefit jurisdictions countywide with their current and ongoing green infrastructure facility maintenance while engaging and educating the public on how green infrastructure can mitigate stormwater pollution and improve the character and sense of place of a community.

Goals:

The goals of the pilot would be: (1) to determine residents' interest in maintaining and caring for existing GI projects, (2) recruit and train resident groups for the care of public GI/green streets, (3) determine feasibility to replicate pilot countywide, and (4) spread the word of the benefits of green infrastructure to residents.

Objectives Phase I: Pilot Jurisdiction Recruitment & Collaboration and Partner Exploration (Occurring Q1)

We would first identify a few jurisdictions with GI facilities and consider the criteria for participating in the program (i.e., more than one existing GI facility, existing demonstrated public support of GI, or an existing stewardship initiative, like adopt-a-drain). We would then reach out to the area's PIP member to get the pilot's sign-on and help in identifying key figures who would need to participate in this project (ie. local operations and maintenance team, city staff, legal counsel, etc.). By holding discovery meetings with these key participants, we hope to (1) understand and address concerns and questions about the project, (2) outline activities that stewards can and can not assist with, (3) identify local GI facilities for maintenance, and (4) discuss volunteer management, liability concerns and waivers. We will also explore partnering with NPOs to leverage their architecture of volunteer recruitment, training and implementation.

Objectives Phase II: Volunteer Recruitment & Training (Occurring Q1-Q2)

Once the exploratory Phase I is complete, we can focus on a volunteer recruitment and training strategy. This strategy would be dependent on which partners, if any, we can get on board as well as the location of the green infrastructure facilities chosen for the pilot, and their proximity to specific entities (such as schools, businesses, and residences). Once the targeted audiences are identified, SGA would create supporting materials and tools (such as a program informational brochure and website landing page with sign up form), determine what materials volunteers are to be given (such as safety vests and gloves), and actively start promoting the program and recruiting volunteers. SGA will also create the volunteer's guidelines and protocol. SGA will also explore the possibility of partnering with local organizations, such as the San Mateo Master Gardeners to help train volunteers on the care and maintenance of the facilities or local hardware stores that can provide free or discounted volunteer supplies.

Objectives Phase III: Launch & Monitoring (Occurring Q3-Q4)

We would launch the program in early Q3 and have it run throughout Q3 and Q4. SGA would work with participating jurisdictions to monitor pilot activity and progress and support as needed.

Objectives Phase IV: Evaluation & Reporting (Occurring Q4)

SGA will start compiling data, conduct interviews with members of the participating jurisdictions and volunteers (including participation surveys), and create a report summary of the findings of the pilot program including lessons learned and the proposed strategy for rolling out the program countywide.

Rain Barrel Campaign

In addition to the Outreach 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, the flowstobay.org website, and in-person workshops. Our goal is to have 1 educational workshop and 1 hands-on installation workshop. Through the help of our rain barrel expert, Chris Corvetti, we would scout out a location that would be suitable and able to maintain and use the system, preferably on a school campus. Throughout this campaign, SGA will continue to find and share stories of rain barrel community champions to help instill a new behavioral norm of owning and using rain barrels.

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, through a partnership with the San Mateo and San Francisco Master Gardeners, will have 10 in-store tabling events targeting consumers of pesticides. 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 via digital marketing efforts.

Outreach to pest control operators and contractors will also be included in our pesticides outreach. This outreach will help inform them of the hazards of pesticides and to encourage the reduction of their usage. SGA will be doing direct outreach to the active pest control operators in San Mateo County, supplementing the direct mail outreach. SGA will phone all mailing contacts and inquire about their IPM practices and certifications, reiterate the importance of keeping pesticides out of our waterways, and ask businesses to sign a pledge to help protect our waterways. Businesses that agree to sign a pledge would be asked to take a photo of themselves with the pledge which would then be spotlighted on flowstobay.org and on the Flows To Bay Facebook page. Businesses would also be encouraged to share the signed pledged on their digital platforms.

Attitudes Toward Stormwater Pollution Survey

Since we will be celebrating 30 years of SMCWPPP and its efforts, SGA will create a followup digital survey based off the May 2009 survey, [Attitudes Towards Stormwater Pollution](#). By having this baseline and conducting an online survey with the same questions, we're able to see if and how residents' opinions and attitudes towards stormwater and SMCWPPP as a program in general have altered. We can also include questions about green infrastructure for the Sustainable Streets Master Plan. Please note that the original research was conducted with 400 randomly selected residents via phone survey. Due to budget, SGA will not be able to replicate this methodology, but will instead use an online survey which will be distributed via e-newsletter, promoted on social media, and promoted through agency and community partners.

Activity Goals

- Launch a Green Streets Stewards Pilot Program
- Increase overall awareness of stormwater runoff pollution prevention messaging
- Educate residents on green infrastructure
- Promote Integrated Pest Management
- Support and promote the Rain Barrel Rebate

Tasks

- Facilitate discovery meetings with pilot jurisdictions and potential partners; obtain enough information to create program guidelines and protocols
- Develop and launch pilot program volunteer recruitment and training strategy
- Develop community partnerships in support of the pilot program
- Create supporting print and online materials/tools as needed
- Support pilot jurisdictions and pilot partners with pilot program launch and volunteer monitoring
- Conduct post-pilot interview and compile pilot data
- Create pilot year program report
- Collaborate with Master Gardeners to conduct IPM outreach in partner stores
- Perform outreach to pest control operators
- Educate residents on eco-friendly pest control operators and practices
- Conduct a digital campaign to support rain barrel rebate program
- Develop and produce materials to support pollutant-specific outreach
- Promote and distribute Rain Barrel Rebates to residents
- Create stormwater survey and distribute

Deliverables

- Enlist 1-2 partner jurisdictions and any partner organizations for the pilot program
- Ongoing support for participating pilot jurisdictions and partner organizations
- Draft and Final pilot program implementation strategy/workplan
- Draft and Final GSS volunteer protocol and other print and digital materials, as needed
- 5-7 in depth interviews with pilot participants
- 1 Year-one pilot program final report
- POP outreach to 10 stores in San Mateo County
- 10 POP tabling events in San Mateo County stores
- Database of pest control operators on IPM practices and certifications
- Rain Barrel advertising and promotion
- 1 Rain Barrel educational workshop
- 1 Rain Barrel hands-on installation workshop
- Reporting metrics and evaluation of Rain Barrel promotion and rebate redemptions
- Collateral materials (as needed)
- Survey findings and report

Reporting Assessment/Evaluation

- C.7.b.
 - The Green Streets Stewards Pilot Program will target a broad audience by spreading messaging of the benefits of green infrastructure while recruiting group to learn more and help maintain current GI projects.

This effort will be supported by various electronic and print media as well as free and paid media utilizing our email marketing and Facebook platforms. Participants in the pilot will engage in pre/post evaluations.

- C.7.d.
 - The Master Gardeners tabling events will satisfy the “public outreach events” portion of the permit. Apart from discussing IPM practices, we will also have a variety of pollution prevention collateral available to the public. The participation in the hands-on rain barrel installation workshop will satisfy the “citizen involvement event” permit requirement.
- 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 tablings 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 active and licensed pest control operators in San Mateo County, informing them of best management practices in regards to pesticides. The number of pest control operators receiving a letter will be reported. The same pest control operators will be contacted via phone outreach and a database regarding each operator’s IPM practices and certification will be created.

Task 2: Budget Breakdown

City Support	Budget
Green Streets Stewards Pilot Program Campaign	\$35,000
Pesticide-Specific Outreach	\$20,000
Rain Barrel Campaign	\$10,000
Stormwater Survey	\$5,000
Total	\$70,000

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, the flowstobay.org website, its blog and the quarterly e-newsletter. SGA will be discontinuing the use of Twitter as a platform to ensure our attention is focused on maintaining and growing our Facebook following, redesigning the Flows To Bay website, and trying to grow our email subscriber list. We do recommend that the client continues to post occasionally on Twitter and try to maintain it’s almost 3,000 followers. Additional budget will also be allocated for Facebook and Google Ads to help support

other contractors with other outreach efforts, specifically the Sustainable Streets Master Plan and the Mobile Businesses/Wash Water Committee. SGA will make integrated information about the 30th year of the program. This would be in the form of Facebook posts, a blog post commemorating, celebrating, and reflecting on SMCWPPP's 30 year journey and accomplishments, and via the newsletter.

With the website audit conducted in fiscal year 2018-2019, SGA also recommends redesigning the Flows To Bay website on a more user-friendly platform such as Wordpress, while at the same time, and updating the appearance and mobility performance. Benefits of this redesign would include:

- Reconfiguring the site's content to make things easier for residents to find
- Updating the appearance, accessibility, and mobility performance
- Avoiding security issues (As the current Drupal version 7 cannot be easily updated to the most up-to-date version 8 without a major overhaul, the site is left vulnerable to security threats.)
- Making the backend PIP private area easier to navigate and more user-friendly for PIP members
- Ensuring that all content being created for the Sustainable Streets Master Plan (such as the mapping and tracking tool for GI) and other programs with work and function properly once embedded

Once the site is finalized, additional website promotion will be used to drive traffic and introduce the new site. This will be a great way to commemorate the 30th anniversary of the program.

Activity Goals

- Establish a consistent, trustworthy presence on all online channels
- Update Facebook regularly with local stormwater-related content, watershed partner information and images, and PIP member content
- 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 and occasional e-blasts
- Create a new, friendly, and easy-to-use website

Tasks

- Research, write and post content to social Facebook a minimum of three times per week and track performance biweekly
- Create and publish Facebook ads and track biweekly progress
- Redesign and launch new website and train client how to use
- Draft timely and informative blog posts
- Deliver quarterly e-newsletters to e-newsletter subscribers

Deliverables

- 12 blog posts
- 3,000 new Facebook likes
- Draft and Final redesign plan for new website in Wordpress
- Brief how-to guide and/or staff training for new website
- Redesigned Flowstobay.org website in Wordpress
- 4 e-newsletters
- 250 new newsletter subscribers
- 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, 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	\$35,000
Google Ads	\$4,000
Blog	\$10,000
Website	\$40,000
e-Newsletter	\$10,000
Total	\$99,000

Task 4: School Outreach

Permit requirements met: C.7.f

The San Mateo County Office of Education (SMCOE) will be spearheading the school outreach efforts through the Clean Water Pathways Fellowship. SGA will act in a supportive/coordinating role to ensure outreach permit requirements are met and necessary evaluations are completed.

Activity Goals

- Evaluate results of the SMCOE program
- Support the SMCOE as needed
- Help coordinate program and gather appropriate information for final annual report

Deliverables

- Collection of School Outreach annual report information and draft content/coordination with other consultant teams for 2019/20 Program Annual Report

Task 4: Budget Breakdown

School Outreach	Budget
Coordination & Reporting	\$2,000
Total	\$2,000

Task 5: Annual Reporting and Contract Management

SGA will complete annual reporting for C7 and C9 requirements for FY' 19-20 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' 18-19 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 bi-weekly with client
- Complete administrative tasks for project

Deliverables

- Edit all submitted PIP members' annual reports
- 1 annual report for C7, C9 and C15 requirements
- Bi-weekly updates and meetings for duration of FY' 19-20
- 4 quarterly strategy meetings

Task 6: Budget Breakdown

Annual Reporting and Contract Management	Budget
Annual Reporting	\$14,000
Contract Management	\$26,500
Total	\$40,000