

# C/CAG

## CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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Millbrae • Pacifica • Portola Valley • Redwood City • San Bruno • San Carlos • San Mateo • San Mateo County • South San Francisco • Woodside*

### TASK ORDER FORM

**Start Date:** July 1, 2020

**Consultant Name:** S. Groner Associates

**Contract:** Countywide Water Pollution Prevention Program Technical Support

**Task Order No.:** SGA-06

**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 2020-21 scope of work, not to exceed \$250,000

**Completion Date:** June 30, 2021

*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<sup>1</sup>
2. Developing community awareness of the challenges and opportunities of managing stormwater in San Mateo County, with a specific focus on green infrastructure and individual implementation and actions people can take at home to make a difference
3. Position the program as a leader in innovative stormwater pollution prevention solutions 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: Litter/Trash, Pet Waste, Pesticides (promote integrated pest management),

Others: Household Hazardous Waste, Wash Water

## Intervention Methods

Rain barrels, rain gardens, and additional green infrastructure; community cleanups, HHW activities, etc.

## Target Audience

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

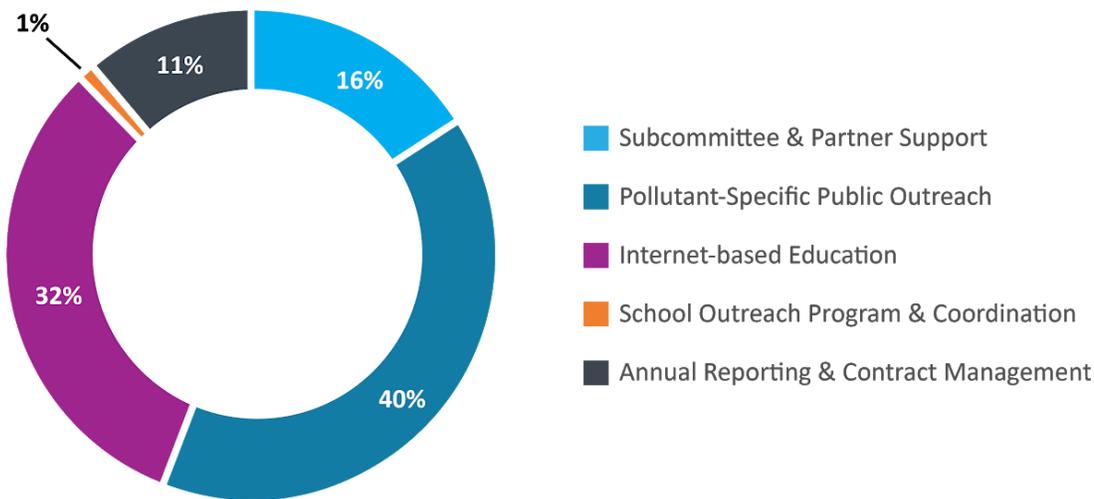
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<sup>1</sup> Please note that the MRP 3.0 will not be released until late 2020 and may not be effective until January 1, 2021. This scope of work assumes similar goals and objectives from MRP 2.0 to MRP 3.0. For fiscal year 2020/2021. However, activities in this scope of work may be subject to change if permit objectives and requirements are changed in MRP 3.0.

## Total Budget for FY' 2020-2021

The focus for fiscal year 20-21 will be to meet NPDES 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 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 training to easily adopt and integrate green infrastructure and pollution prevention practices into their lives; while also forging critical partnerships with schools, Non-governmental Organizations (NGOs) and Community Based Organizations (CBOs). The total budget allocation for FY' 20-21 is as follows. Allocations include partner and subcontractor fees as well as projected expenses.



Task	Budget
Subcommittee & Partner Support	\$40,000 (16%)
Pollutant-Specific Public Outreach	\$100,000 (40%)
Internet-based Education	\$80,000 (32%)
School Outreach Program & Coordination	\$2,000 (1%)
Annual Reporting & Contract Management	\$28,000 (11%)
<b>Total</b>	<b>\$250,000 (100%)</b>

## Task Strategy and Objectives

What follows is an overview of the goals, tasks, deliverables and budget for each task in the FY'20-21 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 in person and provide a remote meeting option to 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
- Promote partnership opportunities with social media and other logistical resources on a case-by-case basis

#### 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	\$10,000
PIP member support and updates	\$15,000
Collateral materials	\$15,000
<b>Total</b>	<b>\$40,000</b>

## Task 2: Pollutant Specific Public Outreach

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

#### **Green Streets Stewards Pilot Youth Program**

In FY' 20-21, we would like to build off the efforts started in FY' 19-20 for the Green Streets Stewards (GSS) Pilot Youth Program that hopes to engage and encourage teachers, students and other youth groups (like 4H clubs) to learn more about green infrastructure (GI) on or near school campuses or in other areas of the community, some projects which are involved in the Safe Routes To School (SRTS) program. Youth will actively participate in stewardship and general maintenance of their “adopted” GI facilities.

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

The goals of the pilot would be: (1) to develop a classroom curriculum/citizen science module in partnership with the UC Master Gardeners program that meets Next Generation Science Standards (NGSS), (2) create a partnership program with the UC Master Gardeners to train and educate youth club/school instructors and students on the benefits and general maintenance of GI facilities, (3) determine feasibility to replicate this pilot countywide, and (4) spread the word of the benefits of green infrastructure to residents.

In order to have a successful pilot, we will need to accomplish the following during FY' 20-21:

- Finalize curriculum/training modules and set up schedule of data collection and maintenance activities for the year in collaboration with Master Gardeners staff and volunteers
- Train Master Gardeners for first phase of green infrastructure stewardship activities
- Identify one jurisdiction and necessary personnel who will help support this pilot as needed
- Recruit one school (or youth group, ie. 4H Club) with interested teachers/instructors into the pilot from the above jurisdiction
- Create supplementary materials for classes/stewardship events, as needed
- Create a way to report class/stewardship activities and measure pilot effectiveness
- Develop pilot expansion plan
- Purchase necessary program supplies

SGA will subcontract the work for the GSS Pilot Youth Program curriculum development and training modules with the Master Gardeners of San Mateo County. SGA will provide marketing, design, and outreach support to this group while ensuring reporting metrics are being tracked utilizing the [flowstobay.org](http://flowstobay.org) website.

#### **Rain Barrel, Cistern, and Rain Garden Pilot Rebate Campaign**

SGA will partner with BAWSCA and participating member agencies to help promote new rebate pilot programs for installation of rain barrels and cisterns as well as the new rain garden rebate pilot as part of the greater Lawn Be Gone rebate. Once details of the new rebate programs and a list of participating BAWSCA member agencies are finalized, SGA will work to (a) update and/or create new collateral to help explain the programs to residents; (b) update the website with relevant information; (c) support member agencies' promotion of the rebate; (d) launch targeted advertising campaign to promote rebate; and (e) integrate details of new rebates into virtual and in-person outreach events.

Promotion of this effort will include social media platforms and advertising, e-newsletter, the flowstobay.org website, and in-person and/or virtual workshops. Through the help of our rain barrel expert, Chris Corvetti, we would seek out and prioritize school campus locations for community installation workshops. Throughout this campaign, SGA will continue to find and share stories of rain barrel and rain garden community champions to help instill a new behavioral norm of owning and using rain barrels and rain gardens.

### **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. In-store tabling events may be converted to online virtual events depending on the COVID-19 situation. Additionally, we will 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.

### **Community Meetings**

In a supportive effort for the California Resilience Challenge Grant planning, SGA will help facilitate 3 community meetings at the selected schools sites where proposed projects will be planned for. Each of the meetings will be held in a school community where one or more projects are being proposed. These meetings are intended to inform the community and stakeholders of the projects and their benefits, elicit project feedback, and gain public support. Due to budget constraints, SGA will be able to facilitate the initial meeting at each of the 3 sites, however, it is recommended that follow up meetings or other methods of communication continue with the public throughout the course of the planning and project implementation to help keep the public informed, encourage participation, and garner community support.

### **Pet Waste Campaign**

Partnering with SMC Environmental Health Services, we will coordinate an effort to educate residents countywide about the importance of cleaning up after their pets and how pet waste affects our waterways. This effort will specifically focus on volunteers who sign up to be part of Coastal Cleanup Day activities to directly connect the idea of pollution prevention to San Mateo County waterways.

### **Activity Goals**

- Launch and monitor the Green Streets Stewards Pilot Youth Program
- Support the California Resilience Challenge Grant planning efforts
- Increase awareness of stormwater runoff pollution prevention messaging
- Educate residents on green infrastructure
- Promote Integrated Pest Management
- Support and promote the Rain Barrel Rebate and revamped stackable rebate planned by BAWSCA

### **Tasks**

- Finalize class curriculum and set up schedule for activities and maintenance for the school year
- Identify one jurisdiction and necessary personnel who will help support this pilot as needed
- Recruit one school or youth group interested teachers into the pilot from the above jurisdiction
- Create supplementary materials for classes, as needed
- Create a way to report class activities and measure pilot effectiveness
- Develop pilot expansion plan
- Create pilot year program report

- Plan and facilitate 3 community meetings the the school grant sites in San Carlos
- Collaborate with Master Gardeners to conduct IPM outreach in partner stores
- Educate residents on eco-friendly pest control operators and practices
- Conduct a digital campaign to support pilot rebate programs
- Coordinate 2 rain barrel installations workshops
- Develop and produce materials to support pollutant-specific outreach
- Promote and distribute rain barrel rebates to residents
- Create stormwater survey and distribute online
- Coordinate with SMC Environmental Health Services for a pet waste campaign aligned with Coastal Cleanup Day
- Create and supply pet waste canisters and collateral for distribution

### **Deliverables**

- Ongoing support for participating GSS pilot jurisdictions and partner organizations
- Draft and Final pilot program implementation strategy
- Draft and Final GSS school print and digital materials, as needed
- Year-one pilot program final report
- 3 Grant site community meetings
- POP outreach to 10 stores in San Mateo County
- 10 POP tabling events in San Mateo County stores
- Rain Barrel/rain garden pilot rebate program advertising and promotion
- 2 Rain Barrel hands-on installation workshop
- Reporting metrics and evaluation of Rain Barrel promotion and rebate redemptions
- Collateral materials (as needed)

### **Reporting Assessment/Evaluation**

- C.7.b.
  - The Green Streets Stewards Youth Pilot Program will target a broad audience by spreading messaging of the benefits of green infrastructure while recruiting people 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.

**Task 2: Budget Breakdown**

City Support	Budget
Green Streets Stewards Youth Pilot Program Campaign	\$20,000
Pesticide-Specific Outreach	\$25,000
Rain Barrel, Cistern, and Rain Garden Pilot Rebate Campaign	\$35,000
Community Meetings	\$13,000
Pet Waste Campaign	\$7,000
Total	\$100,000

**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 also start creating content and posting on the Flows To Bay Instagram account and help grow its follower base since the 2019 stormwater survey indicated that Instagram is the most used social media platform, second to Facebook. We hope to expand the reach of our pollution prevention message to a different audience through Instagram. Additional budget will also be allocated for Facebook and Google Ads to help support other contractors with other outreach efforts.

**Activity Goals**

- Establish a consistent, trustworthy presence on all online channels
- Update Facebook and Instagram regularly with local stormwater-related content, watershed partner information and images, and PIP member content
- Run Facebook/Instagram ads to generate greater engagement and reach
- Communicate with targeted audiences via quarterly e-newsletters and occasional e-blasts

**Tasks**

- Research, write and post content to social media channels (a minimum of 2 times per week on both Facebook and Instagram) and track performance biweekly
- Create and publish Facebook ads and track biweekly progress
- Maintain the flowstobay.org website with current information and events
- Draft timely and informative blog posts
- Deliver quarterly e-newsletters to e-newsletter subscribers

### Deliverables

- 12 blog posts
- 2,000 new Facebook followers
- 1,000 new Instagram followers
- 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	\$23,000
Instagram	\$23,000
Google Ads	\$5,000
Blog	\$12,000
e-Newsletter	\$10,000
Website Update/Maintenance	\$7,000
Total	\$80,000

### 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 Sustainable Watersheds Learning Collaborative. 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 2020/21 Program Annual Report

**Task 4: Budget Breakdown**

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

**Task 5: Annual Reporting & Contract Management**

SGA will complete annual reporting for C7, C9 and C15 requirements for FY' 19-20 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 bi-weekly client meetings with SMCWPPP to discuss and review program progress and strategy and quarterly strategy meetings, as needed. Agendas and updates will also be included in those weekly meetings.

**Activity Goals**

- Complete FY' 19-20 annual report for outreach provisions
- 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 to EOA project lead
- Meet bi-weekly with client
- Complete administrative tasks for project

**Deliverables**

- Edit all submitted PIP members' annual reports for outreach provisions
- 1 program annual report section for C7, C9 and C15 requirements
- Bi-weekly updates and meetings for duration of FY' 20-21

**Task 6: Budget Breakdown**

Annual Reporting & Contract Management	Budget
Annual Reporting	\$8,000
Contract Management	\$20,000
Total	\$28,000