

## 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.9.e. i-iii; C.15.b.iv, C.15.b.v (a,b,d), C.15.b.vi (a,b,c,d)<sup>2</sup>

## 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 and instructional workshops, HHW activities, etc.

## Target Audience

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

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<sup>1</sup> Please note that the MRP 3.0 will only be released and take effect fiscal year 2022/2023. For this fiscal year, we will continue to follow permit requirements for MRP 2.0.

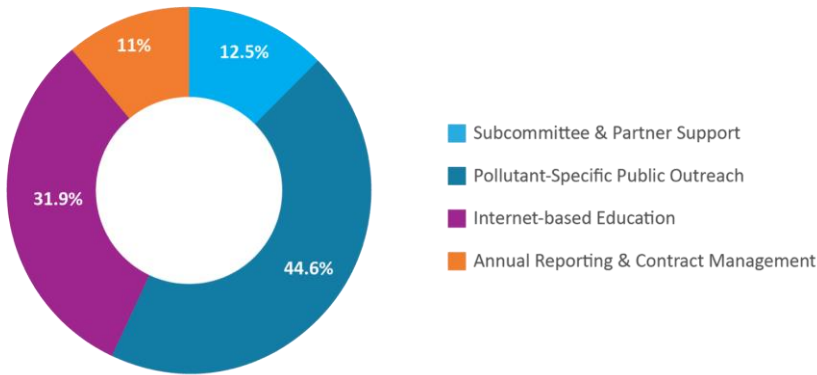
<sup>2</sup> Please note that the C.7.f School-Age Children Outreach has been removed from the SGA scope. This requirement will be met and reported on by the work conducted by C/CAG staff on the Resilient San Carlos Schoolyards project, as well as ongoing coordination with the County Office of Education, including but not limited to the Sustainable Watersheds Teacher Fellowship. SGA will support these efforts as needed.

*Revised May 25, 2022 for Amendment No. 1 to Task Order SGA-07May 25, 2022*

### Total Budget for FY' 2021-2022 + July 2022

The focus for fiscal year 21-22 will be to meet NPDES permit requirements for outreach 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' 21-22 is as follows. Allocations include partner and subcontractor fees as well as projected expenses. [The budget and scope have been revised to include annual reporting for the FY' 21-22 and website/social media maintenance. These activities will take place in July 2022.](#)



Task	Budget FY'21/22	Budget FY'21/22 + July
Subcommittee & Partner Support	\$32,500 (12.5%)	\$0
Pollutant-Specific Public Outreach	\$116,000 (44.6%)	\$0
Internet-based Education	\$83,000 (31.9%)	\$1,000 (10%)
Annual Reporting & Contract Management	\$28,500 (11%)	\$9,000 (90%)
<u>Subtotal</u>	\$260,000 (100%)	\$10,000 (100%)
<u>Grand Total</u>		\$270,000

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## Task Strategy and Objectives

What follows is an overview of the goals, tasks, deliverables, and budget for each task in the FY'21-22 budget. Our overall strategy for this year is to provide residents with meaningful tools to incorporate green infrastructure and pollution prevention practices at their homes while creating relationships and partnerships with key NGOs, CBOs, and local businesses, who will act as advocates within the community. Our education, 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) subcommittee PIPP 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 PIPP Subcommittee meetings to help facilitate regional efforts including Our Water, Our World initiatives. Participation may include chairing or vice-chairing the group for a time span of 6-12 months.
- Establish partnerships that help maximize the reach and cost-effectiveness of outreach efforts and community events.
- Provide quarterly reports for outreach and public education activities to the C/CAG PIP subcommittee.

#### Tasks

- Create agendas for bi-annual C/CAG PIP subcommittee meetings and disseminate them to attendees.
- Attend, facilitate, and lead C/CAG PIP subcommittee meetings in person (pending COVID restrictions) and provide a remote meeting option.
- Prepare minutes from the meeting and disseminate them to the 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 quarterly 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 (Sept/Oct and Mar/Apr timeframe)
- 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 4 BASMAA meetings

**Task 1: Subcommittee & PIP Member Support Budget Breakdown**

Subcommittee and Partner Support	Budget
PIP meeting coordination	\$7,000
PIP member support and updates	\$13,500
Collateral materials	\$12,000
Total	\$32,500

**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 Program Continuation**

In FY' 21-22, we would like to build off the efforts started in FY' 20-21 for the Green Streets Stewards (GSS) Pilot Program started in Half Moon Bay in partnership with the UC Master Gardeners. The goal of this program is to pilot a foundational program to support current and ongoing GSI facility maintenance needs across different jurisdictions while also engaging and educating residents, students, and community groups on the function and value of green stormwater infrastructure (GSI).

This program would be led by the staff of UC Cooperative Extension of San Mateo/San Francisco Counties, an SGA Marketing subcontractor. SGA Marketing would help support the program with marketing and promotional efforts as well through collateral. The program's proposal for FY' 21-22 is included as attachment A to this scope of work. The timeline and deliverables are summarized below for reference.

**Timeline**

- July 2021 – September 2021: initial training for UC Master Gardeners, GSI Basics (1)
- August 2021: additional Green Infrastructure Gardeners groups constituted (2)
- Sept 2021 – May 2022: Bioswale Blitz – three to five UCMG bioswale events (5)
- September 2021: initial training for 4-H youth, GSI Basics (6)
- June 2022: end-of-project year report (7)

**Deliverables**

The deliverables are marked in italics. Deliverables 3 and 4 have been completed for the 2020-2021 project year; and they will be re-worked and improved as needed (e.g., elements 4f and 4g).

1. *GSI Basics Training*: The recorded training presentation and materials (including pre/post evaluation materials) on stormwater in cities, GSI, regulations, etc. This can be used to train other groups, such as community volunteers, or 4-H, or corporate volunteer programs. The training presentation and materials will be hosted on the flowstobay.org website.
2. *Green Infrastructure Gardeners (GIGs)*: A group of trained UC Master Gardeners (minimum of 3 volunteers) who will extend the information to other UC Master Gardeners in San Mateo County and to their clientele – home gardeners – in the regular course of other UCMG activities. The GIG will also train 4-H members to

become ambassadors of the pilot program, to allow for the possibility for the program to scale up and grow the stewardship base over time.

3. *Bioswale Blitz Element 1*: the Bioswale Blitz Protocol. The protocol describes the activities that comprise the Bioswale Blitz (stewardship, science, outreach) in some detail, especially the stewardship and the outreach elements. The Protocol also includes a Survey123 data entry form to be used by GIGs to collect data.
4. *Bioswale Blitz Element 2*: community science protocols. For this pilot year, we will develop preliminary protocols for the following (a) Trash and debris survey, (b) Photo-documentation of vegetation, (c) Tree assessment (DBH and estimated height; canopy opacity, vitality, quality), (d) GSI soil texture assessment, (e) Comparative soil moisture assessment, (f) GSI soil compaction assessment, (g) GSI soil infiltration assessment. The protocols for (f) and (g) will initially be focused on the GSI substrates but will be developed as comparative protocols in 2021-2022 (GSI vs. urban soils).
5. *Bioswale Blitz Element 3*: the bioswale blitz event where MGs maintain the GSI, perform community science, and educate passersby on the importance of GSI and the need to maintain local GSI facilities. Master Gardeners will carry out three events during the project year, either on a single GSI facility or on multiple GSI facilities. The details (location, timing, frequency) will again depend on collaboration with individual cities.
6. *GSI Basics Training for 4-H*: We will conduct a second training for 4-H youth members, to create interest and awareness among the 4-H program, in preparation for future 4-H Bioswale Blitz events. With expanded funding: 4-H members will adopt a bioswale (a different swale from that adopted by the UCMGs).
7. *Second year report*: we will prepare an end-of-project report on June 30, 2022 (2-3 pages, detailing the results to date, and including a summary of the community science activities)

#### **Rain Barrel and Rain Garden Rebate Campaign and Hands-on Community Installations**

SGA will partner with BAWSCA and participating member agencies to help promote programs for the installation of rain barrels as well as the new rain garden rebate pilot as a subset of the Lawn Be Gone! rebate. SGA will work to (a) update program collateral and messaging; (b) update the flowstobay.org website; (c) support member agencies' promotion of the rebate; (d) launch targeted advertising campaigns to promote the rebates; and (e) integrate details of the rebates into virtual and in-person outreach events.

Promotion of this effort will include social media platforms, digital advertising, e-newsletter messaging, the flowstobay.org website, and in-person and/or virtual workshops (pending COVID provision). To further engage communities, advance pilot project implementation, and promote the rebates, SGA will coordinate with its independent subcontractor, Chris Corvetti. SGA will seek out and prioritize school campus locations for community installation workshops. Similarly, Kevin Perry of Urban Rain Design (C/CAG on-call consultant) will assist in an in-person rain garden installation workshop (location TBD). We will also work with an expert to have an online webinar that explains the Lawn Be Gone rebate program requirements, including the rain garden component, and provides additional guidance on planning and implementing a rain garden as part of a lawn replacement.

SGA also hopes to pilot a municipal rain barrel distribution program in association with [Rainwater Solutions](#), a partner supplier that [North Coast County Water District](#) already utilizes. The purpose of this pilot is to understand if there is community interest at scale for lower-cost rain barrels that can be pre-purchased and picked up at a central location within

the county. This program would be based on a pre-order system and the goal would be to get a minimum of 100 rain barrels ordered to achieve a discounted rate and grow participation in the program.

Throughout this entire rain barrel and rain garden 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 utilize an IPM advocate to conduct store-specific outreach and conduct IPM online workshops. Through a partnership with the San Mateo and San Francisco Master Gardeners, we will have 10 in-store tabling events targeting consumers of pesticides (pending COVID provisions). 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.

#### **Resilient San Carlos Schoolyards and San Mateo Environmental Literacy Program Support**

SGA will provide support to the consultants overseeing the Resilient San Carlos Schoolyard project as deemed necessary and appropriate by the SMCWPPP program managers. This may include building out a section of the flowstobay.org website to house the program information, assistance with program collateral, outreach, or promotion. SGA will also coordinate with C/CAG staff and the County Office of Education on the Teacher Fellowship program as needed.

#### **Activity Goals**

- Continue efforts with the Green Streets Stewards Pilot Program in partnership with the UC Master Gardeners, City of Half Moon Bay, and the City of Pacifica.
- 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.
- Support the Resilient San Carlos Schoolyards project and collaboration with the County Office of Education Environmental Literacy Program as needed.

#### **Tasks**

- Coordinate with US Master Gardeners to execute the Green Streets Stewardship Pilot as noted in Attachment A.
- Collaborate with the 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 rebate programs.
- Conduct a campaign to understand to support a pre-order rain barrel distribution program.
- Locate a partner for rain barrel distribution site
- Coordinate, facilitate, promote community rain barrel/cistern installation workshops
- Coordinate, facilitate, promote community rain garden installation workshop
- Develop and produce materials to support pollutant-specific outreach.
- Promote rain barrel rebates to residents.

- Support Resilient San Carlos Schoolyards project and County Office of Education Environmental Literacy Program as needed.

#### Deliverables

- Ongoing support for participating GSS pilot jurisdictions and partner organizations
- Quarterly POP outreach to 10 stores in San Mateo County
- 10 POP tabling events in San Mateo County hardware/gardening stores
- 4 in-person community rain barrel/cistern installation workshops
- 1 in-person community rain garden installation workshop
- Reporting metrics and evaluation of Rain Barrel promotion and rebate redemptions
- Report on rain barrel distribution program evaluation, metrics, and lessons learned
- Collateral materials (as needed)

#### 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 people to learn more and help maintain current GI projects.
- 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. Participation in the hands-on rain barrel and rain garden installation workshops will satisfy the “citizen involvement event” permit requirement. Any online workshops will also satisfy the “public outreach events” portion of the permit.
- C.7.e.
  - Our partnership with BAWSCA on the Rain Barrel and Rain Garden 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 Pilot	\$16,000

Pesticide-Specific Outreach	\$38,000
Rain Barrel and Rain Garden Rebate Campaign & Hands-on Community Installations	\$55,000
Resilient San Carlos Schoolyards & COE Environmental Literacy Program Support	\$7,000
Total	\$116,000

### 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, Instagram, the flowstobay.org website, its blog, and e-newsletter.

#### Activity Goal

- Establish a consistent, trustworthy presence on all online channels.

#### 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.
- Run Facebook/Instagram ads to generate greater engagement and reach.
- Maintain the flowstobay.org website with current information and events and keep the site updated.
- Draft timely and informative blog posts.
- Deliver e-newsletters to subscribers.
- [Maintain website and social media accounts in the month of July 2022.](#)

#### Deliverables

- 12 blog posts
- 1,000 new Facebook followers
- 500 new Instagram followers
- 6 e-newsletters
- 300 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	\$28,000
Instagram	\$17,000
Blog	\$12,000
e-Newsletter	\$10,500
Website Update/Maintenance	\$15,500
<a href="#">Website/social media maintenance for the month of July 2022</a>	<a href="#">\$1,000</a>
Total	\$810,000

### Task 5: Annual Reporting & Contract Management

SGA will complete annual reporting for C7, C9, and C15 requirements for FY' 20-21 [and FY' 21-22](#) and support PIP members with their respective annual reports for C7 and C9 requirements. This ~~training~~ includes addressing PIP member Q&As 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 conduct strategy meetings, as needed.

#### Activity Goals

- Complete FY' 20-21 annual report for outreach provisions.
- [Complete FY' 21-22 annual report for outreach provisions.](#)
- Provide support to PIP members during the reporting process.
- Communicate and meet regularly with SMCWPPP for progress reports and guidance with strategy.

#### Tasks

- Edit PIP members' annual reports.
- Complete and submit the annual report to the EOA project lead.
- Meet bi-weekly with the client.
- Complete administrative tasks for the project.

#### Deliverables

- Edit all submitted PIP members' annual reports for outreach provisions
- [24](#) program annual report section for C7, C9, and C15 requirements
- Bi-weekly updates and meetings with the client

### Task 6: Budget Breakdown

*Revised May 25, 2022 for Amendment No. 1 to Task Order SGA-07* ~~May 25, 2021~~

<b>Annual Reporting &amp; Contract Management</b>	<b>Budget</b>
Annual Reporting <a href="#">for FY' 20/21</a>	\$8,000
<a href="#">Annual Reporting for FY' 21/22</a>	<a href="#">\$9,000</a>
Contract Management	\$20,500
<b>Total</b>	<b><a href="#">\$283,500</a></b>

ATTACHMENT A - Green Streets Stewards Pilot Program Proposal