



BAY AREA POLLUTION PREVENTION GROUP

A Committee of Bay Area Clean Water Agencies

2020 Annual Report



Covering reporting period of 1/1/20 – 12/31/20

BAPPG Chair: Autumn Cleave
BAPPG Co-Chair: Robert Wilson
BAPPG Vice Chair: Joe Neugebauer

Prepared by: Joe Neugebauer
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Agencies
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EXECUTIVE SUMMARY

The Bay Area Pollution Prevention Group (BAPPG), a subcommittee of Bay Area Clean Water Agencies (BACWA), is comprised of 43 Bay Area wastewater agencies that work together to coordinate pollution prevention activities and leverage resources for smaller agencies to reduce the amount of toxic pollutants discharged into the San Francisco Bay and local waterways. Wastewater agency representatives meet monthly to share information, leverage resources, and develop regional activities that help member agencies meet regulatory outreach requirements and BAPPG goals.

2020 COMMITTEE UPDATES

All files pertaining to BAPPG are being added to the BACWA BAPPG webpage. This includes meeting agendas, meeting minutes, reports, presentations, and information on pollutants of concern.

2020-2021 BAPPG officers were selected:

- Chair – Autumn Cleave, San Francisco Public Utilities Commission
- Co-Chair – Robert Wilson, City of Petaluma
- Vice Chair – Joe Neugebauer, West County Wastewater District

CURRENT PROJECT UPDATES

This report serves as an update to BACWA and member agencies for all BAPPG projects, by pollutant, which took place from January 1, 2020, through December 31, 2020.

1. COPPER
2. FATS OILS AND GREASE (FOG)
3. MERCURY AND SILVER
4. PESTICIDES
5. PHARMACEUTICALS
6. TRASH AND WIPES
7. PCBS AND HAZARDOUS DEMOLITION WASTES

1. POLLUTANT: COPPER

POLLUTANT DESCRIPTION

Copper pipe corrosion has been a major concern to the wastewater community for more than a decade. For many years, the messages have focused on proper installation, including the use of a water-based flushable flux. In California, there are also alternatives to copper pipe for potable and non-potable installations, such as PEX. Further, copper is a pesticide used in swimming pools and spas and incorporated into fabrics.

KEY MESSAGES

1. Select only ASTM B813 water-flushable flux rather than petroleum-based flux (which is not flushable and increases pipe corrosion rates).
2. Incorporate additional BMPs during design, reaming, cleaning, and building commissioning that will reduce pipe corrosion rate.
3. Seek mitigation options for copper products that are used in swimming pools, spas, and fountain treatments (often drained to sanitary sewer) as well as copper-treated fabrics that are subsequently laundered.

NEXT STEPS

Baywise.org has resources for plumbers that focus on the key messages above. The Regional Water Quality Control Board, Region 2, has confirmed that the outreach materials on baywise.org are sufficient for copper education and outreach.

2. POLLUTANT: FATS, OILS AND GREASE (FOG)

POLLUTANT DESCRIPTION

FOG is a top priority due to the associated regulatory and financial impacts to member agencies. FOG is a major problem for sewer systems, causing sewer back-ups, sewer overflows onto streets, and foul sewer odors. Because of this, cities often spend millions of dollars a year responding to grease-related sewer blockages and in infrastructure improvements.

KEY MESSAGES

1. Don't pour grease down the drain – collect and recycle used cooking oil

Project	Description	Timeline	Budget
Outreach: Fats, Oils, & Grease	Due to the spread of COVID- 19 and the accompanying shift in consumers relying heavily on wipes, it was decided to not run a FOG campaign this year. In its place, SGA ran two campaigns focused on reducing Trash and Wipes, detailed in the Trash and Wipes section below.	Calendar Year 2020	N/A

NEXT STEPS

BAPPG is currently planning outreach for a fall FOG campaign focused during Pollution Prevention week. The campaign will be centered around online/social media ads for the nine Bay Area Counties that direct customers to Baywise.org for additional information. In addition to the campaign staff from member agencies and the BAPPG outreach consultant will monitor and update Baywise.org with relevant information.

3. POLLUTANT: MERCURY AND SILVER

POLLUTANT DESCRIPTION

Outreach regarding best management practices for dental amalgam and silver fixer waste is essential to ensure member agencies continue to meet regulatory standards and prevent pollution of receiving waters.

KEY MESSAGES

1. Dental amalgam and silver fixer wastes are hazardous and shall not be disposed in dental office sinks.
2. Incorporate BMPs for dental amalgam, silver fixer, and other hazardous wastes within a dental office.
3. The mandated use of BMPs and amalgam separators has significantly decreased the mercury loads into the sewer.
4. As of July 2017, the US EPA is mandating the installation of amalgam separators and the use of several key BMPs.

Project	Description	Timeline	Budget
Dental Assistant / Hygienist Outreach	Stephanie Hughes served as a guest speaker in dental assistant / hygienist classes in local colleges throughout the Bay Area. Due to pandemic, switched from in-person to online Zoom format.	Calendar Year 2020	\$3,000

Results
<p>Only held one in-person presentation in January. Then let the instructors figure out their spring pivots to online learning. Reached out in the summer to the usual fall instructors. They were very receptive. Instructors were very appreciative of the pivot from in-class to virtual Zoom support. Reached a total of 135 students and instructors at the following site visits:</p> <ul style="list-style-type: none"> • Mt Diablo Adult Ed, Concord (in-person) • San Jose City College (virtual) • College of Marin, Novato (virtual) • City College of SF (virtual) • Santa Rosa Junior College (virtual)

NEXT STEPS

Continue to provide the guest speaker to local colleges via the zoom format and/or in-person instruction, as appropriate. The instructors have come to rely on these annual visits and have incorporated BAPPG's program into their instructional calendar. Further, this is a very relevant audience for other messages, such as wipes, microbeads, and flea control.

4. POLLUTANT: PESTICIDES

POLLUTANT DESCRIPTION

Indoor and outdoor application of pesticides can result in chemical runoff into the sewer systems and receiving waters, leading to lower pollutant removal efficiencies at treatment plants, potential biosolids management and recycled water use limitations, as well as aquatic ecosystem degradation.

KEY MESSAGES

1. Promote integrated pest management and less-toxic products as alternatives to pesticides.
2. Seek alternatives to fipronil and imidacloprid and other topical (collar and spot-on) pet treatments (conducted alternative analysis, completed talking points for veterinarians and messages for general public).
3. Work with pesticides regulators to improve their ability to address POTWs during pesticide registration, to support their monitoring efforts, and to implement mitigation when needed.

Project	Description	Timeline	Budget
OWOW	Our Water Our World (OWOW) is a Bay Area- wide outreach program that promotes the use of less-toxic pest control methods and products in the home and garden through local retailers.	Calendar Year 2020	\$10,000

Results

- Continued to develop the scope of the *Our Water, Our World* materials based on emerging issues and needs. In 2020 two new fact sheets – Bed Bugs (English and Spanish versions) and Gophers, Moles, and Voles, were printed and distributed to the retail partnerships.
- Coordinated program implementation with major chains Home Depot, and Ace Hardware National.
 - Home Depot Corporate (Atlanta) directed support of the program with their stores.
- Maintained an inventory of the following: fact sheets, shelf tags, literature rack display signage, *10 Most Wanted* brochures, *Pest or Pal Activity Guide for Kids*, custom-designed product guide dispensers, and three versions of product guides (Home Depot and generic), from which participating agencies could purchase materials.
- Updated less-toxic Product Lists: three versions – Master by-pest, Master by-manufacturer, and Home Depot product-by-pest.
- Updated / revised Home Depot and General Pest calendars to reflect additional pests and products.
- Updated / revised Home Depot and General How Products work handout, research new products, and active ingredients.
- Revised all training packet handouts – revised and updated information, added new dates and contact.
- Revised and updated Herbicide Alternatives handout for Advocates.
- Coordinated employee trainings and tabling events at *Our Water, Our World* stores.
- Maintained [Our Water, Our World website](#). Sent user survey to agencies, retailers, IPM Advocates, and others seeking feedback on how the website is used and what improvements are needed.
- Provided [Ask-the-Expert](#) service – in which the Bio-Integral Resource Center (BIRC) provides 24-hour turnaround on answers to pest management questions. BIRC researched and provided answers to about 27 questions in FY 19-20.
- Provided and staffed exhibitor booths and made presentations to attendees:
 - NorCal trade show, San Mateo (February 2020).
 - Central Gardeners Dealer Show, virtual (August 2020).
 - L&L Dealer Show, virtual (October 2020).
- Participated in UCIPM Continuing Education for IPM Advocates.
- Below are some outputs and outcomes for FY 19-20:
 - 36 *Our Water, Our World* store trainings.
 - 301 employees trained at *Our Water, Our World* stores.
 - 54 tabling events at *Our Water, Our World* stores.
 - 2203 customers contacted by Advocates at tabling events at stores.
 - In lieu of in person public outreach due to covid, OWOW IPM educational webinars were conducted were 943 people were reached through virtual classes bringing the total people reached with both in person and virtual events = 3,146 people
 - 27 questions researched and answered by technical expert.
 - Home Depot reported that Scott's Miracle Gro increased the sales across each category of their less toxic pesticide. Scott's Miracle Gro discontinued the Nature's Care line. In the 2020 year, they showcased their new eco-herbicide; Ortho Ground Clear, which saw a growth of 29% over the previous year in sales.
 - The sales of Sluggo by Monterey were up 200%

- Ortho's 3-in-1, pyrethrin and sulfur combination pesticide has seen a growth in sales of over 22% within the 2020 year
- Home Depot continues to increase their less toxic product offerings. The sales of eco-pesticide categories have increased over 30% with an overall increase of 8% of eco-products over last year.

Final Note: Due to the covid pandemic, and the 'stay at home' order, gardening have grown exponentially, thus increasing the overall sales at many garden centers upwards to 400%. It was a very challenging year due to large absences in the retail stores, the breakdown in the supply chain and restocking items, and many businesses were running their businesses with a fraction of the usual staff.

Project	Description	Timeline	Budget
Flea & Tick Outreach to Veterinarians	Evaluate flea products with regards to pathways to sewers. Develop and communicate recommendations for pet owners and veterinarians to reduce impact to sewers.	Calendar Year 2020	\$5,500
Dental Assistant / Hygienist Outreach	Insights about proper flea control included as part of dental waste discussion.	Calendar Year 2020	N/A*

Results
<ul style="list-style-type: none"> • Continued the development of outreach messages regarding alternatives to fipronil and imidacloprid and other topical pet treatments. • Given the pandemic, national election, and other topics monopolizing the public's attention, temporarily refrained from seeking opportunities to reach the general public. Focus shifted to vets and VMAs • Following the success of BAPPG articles being included in newsletters of several local veterinary medical associations (VMAs), followed up with several VMAs in the summer as to a possible presentation via the Zoom virtual format. Completed a successful Zoom presentation with the Marin VMA in August 2020. The 12 participants were very interested in the topic and asked excellent questions. One was a dermatologist who was very supportive of orals in place of topicals (due to evidence that they work better for flea-dermatitis patients). • Reached out to the Foothill College Veterinary Technician program for second year in a row. Conducted training of their Vet Tech students via a Zoom virtual presentation. The topic was quite well received by the 28 students and their instructor. The students asked excellent questions and had insights about how to reach out to clients. • In Fall 2018, updated the dental training to incorporate information regarding flea pet control. In 2020 reached 135 dental trainees and instructors (per Mercury section) • Communicated with the California Department of Pesticide Regulation (DPR) to understand the latest insights regarding transport to sewer and fipronil and imidacloprid toxicity. • Shared database insights with DPR about on-pet flea products as well as the finding that box stores no longer provide active ingredient information until after customers make their purchase (due to the presence of vague advertisement-type shelf tags on the retail shelves rather than actual products). • Answered questions from Bay Area veterinarians about outdoor fipronil uses and the fate and transport of active ingredients indoors. This includes several communications with a San

Carlos vet who is on the Environmental Affairs Committee of the American Veterinary Medical Association (AVMA).

- Developed draft outreach materials that include a letter to vets and an outreach flyer for their clients.

Project	Description	Timeline	Budget
Regulatory Tracking and Communications	Identify and track pesticide regulatory actions at federal and state level. Communicate with regulators to ensure that wastewater issues are addressed. Seek opportunities to prevent pollution at the source.	Calendar Year 2020	\$84,600

Results

- Coordinated with BAPPG to update the list of highest priorities pesticides for BACWA's attention. Created an updated pesticide watch list for tracking purposes.
- Tracked pesticide-related regulatory activities by EPA and DPR and new scientific information that have significant potential to affect BACWA member agencies. Notified BAPPG of such items as they arose. Provided a "crystal ball" near-term priorities tracking summary, updated monthly or bimonthly.
- On the basis of regulatory documents, relevant scientific information, and the regulatory context, made recommendations regarding regulatory participation or other follow-up steps on multiple EPA and DPR actions relating to pesticides including pyrethroids, imidacloprid and other neonicotinoids, fipronil, other pet flea control chemicals, swimming pool chemicals, and a root control chemical.
- Supported preparation of the following BACWA letters to EPA on pesticides:
 - Pyrethroid insecticides- detailed scientific analysis and comments on the ecological risk mitigation proposal for 19 pyrethroids. Additional comment letters on the proposed interim decisions for bifenthrin, permethrin, cypermethrin, as well as a combined letter for cyfluthrin and beta-cyfluthrin, deltamethrin, esfenvalerate, fenpropathrin, phenothrin, prallethrin, and tau-fluvalinate.
 - Fipronil- detailed scientific analysis and comments on the draft risk assessment, which noted that despite detailed scientific evidence shared with EPA Office of Pesticide Programs (OPP) on multiple occasions, EPA's fipronil risk assessment did not even mention the scientific fact that fipronil is discharged to municipal wastewater systems, pass through POTWs, and result in discharges that pose ecological risks. The comment letter also requested that EPA lay out a specific plan that addresses the primary source of fipronil in municipal wastewater – topically applied pet treatments (pet "spot-ons" and sprays).
 - Neonicotinoids- request for extension of comment period to provide sufficient time to review EPA's risk mitigation proposal. Detailed scientific analysis and comment letters on the proposed interim decisions for imidacloprid, thiamethoxam, dinotefuran, clothianidin, and acetamprid.
 - Pet flea control chemicals (Methoprene, Novaluron) - comments on EPA's workplan and proposed interim decision for methoprene and comments on Novaluron risk assessment and recommendations for EPA's consideration in development of risk mitigation. These letters focused on EPA's omission of on-pet flea/tick treatments and options for

risk mitigation for pet treatments. (Methoprene is also noted in the pool products section because of its use in “abandoned” swimming pools.).

- Swimming pool, spa, and fountain chemicals- comments on EPA’s risk assessment and recommendations for EPA’s consideration in development of risk mitigation for inorganic halides (sodium bromide), terbutylazine, halohydrantoin, Busan 77 (polixetionium chloride), and isothiazolinones (DCOIT). Provided comment letters on the proposed interim decisions for inorganic halides (sodium bromide), terbutylazine, halohydrantoin, and chlorine gas. Wrote a comment letter for the combined work plan and proposed interim decision for peroxy compounds (potassium peroxymonosulfate). Also submitted a comment letter for the combined final work plan and proposed interim decision for methoprene, which is used in “abandoned” pools. These letters continued BACWA’s work to ensure that EPA requires applicable products to carry new swimming pool, spa, and fountain product label language to direct owners to contact their local sanitation agency prior to discharging treated water.
- Root control chemicals- comments on EPA’s proposed interim decision and recommendations for EPA’s consideration in development of risk mitigation (metam sodium). This letter focused on a request that EPA modify its existing pre-application POTW notification to require notification at least 24 hours prior to applications to protect worker safety.
- Endangered Species Act (ESA) Biological Evaluation- comments on EPA’s draft biological evaluation for carbaryl, where EPA neglected to conduct a down-the-drain assessment or evaluate POTW discharges in any way. BACWA requested that EPA modify its procedures to ensure that it does not overlook the presence of pesticides in POTW effluents in future Biological Evaluations.
- Other letters included comments on the draft risk assessment for OBPA, an arsenic-containing pesticide that is used in swimming pool liners and various textiles. Comments were also provided for the combined draft risk assessment and proposed interim decision for organic esters of phosphoric acid (OEPA), a pesticide used in various paints and textiles. In this case, EPA did not require the registrants to provide toxicity data on the pesticide.
- Coordinated with and provided technical support for NACWA and Water Board, which also sent letters on most of the above items.
- Based on existing open lines of communication with pesticide regulators, pesticide manufacturers, and scientists researching pesticides in wastewater, notified BAPPG of important information obtained through these contacts.
- Provided technical information to support BACWA’s coordination with NACWA on Federal pollution prevention topics, including pesticides and Toxic Substances Control Act (TSCA) reform.
- Tracked TSCA reform implementation and reported to BAPPG workgroup on EPA’s activities..
- Coordinated and provided scientific support for communications with EPA and DPR about wastewater pesticides discharges, wastewater pesticides monitoring, and improving wastewater pesticides predictive modeling to support registration decisions. Continued semi-annual informal information-sharing teleconference meetings between BACWA’s pesticide workgroup and DPR’s wastewater experts. Conducted an information-sharing teleconference between BACWA’s pesticide workgroup and pesticides staff at EPA’s Region 9.
- Evaluated outcomes of BACWA input to EPA and DPR and briefed

BAPPG/BACWA pesticides leads on these outcomes to assess effectiveness of BACWA's work. The following evaluations are available on the BAPPG website:

- Swimming pool chemicals: zinc & salts, chlorine gas (two tables in 2020 reflecting two different letters), sodium bromide, methoprene, halohydantoins, and terbuthylazine.
- Root control chemicals: diquat dibromide
- Pyrethroids: extension request letter, plus evaluation tables for proposed interim decisions and ecological risk assessments
- Neonicotinoids: imidacloprid, thiamethoxam, dinotefuran, and clothianidin
- Pet flea control: methoprene
- Others: Endangered Species Act Procedures
- Developed an agenda and materials for a monthly BACWA Pesticides Workgroup teleconference meeting to determine appropriate actions and to coordinate actions with NACWA and San Francisco Bay Regional Water Board staff. Provided staff support during the meetings and an action item list after each meeting.
- Coordinated with DPR and OWOW on the carbaryl ban to make sure that actions were taking place to prevent dumping of carbaryl after the "no sell" date.
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- Based on scientific analysis of pesticides in reverse osmosis concentrate, gave educational presentations to stimulate research and inform pesticides registrants and regulators of the potential barriers that pesticides could pose to potable reuse of wastewater effluent. Presentations were given at the California WaterReuse Conference, Society of Environmental Toxicology and Chemistry, American Chemical Society, and Northern California SETAC, and US EPA Environmental Modeling Public Meeting.
- Briefed the BACWA Board and BAPPG on pesticides regulatory activities and the latest relevant scientific information on pesticides relevant to POTWs.

Project	Description	Timeline	Budget
Flea & Tick Outreach	SGA ran a regional online advertising campaign that spoke to the issue of topical flea and tick medicine in relation to water pollution and family health. This campaign directed those who clicked on the ads to the "Your Pets" page on Baywise.org. This campaign was paused early as COVID-19 shifted concerns away from pesticides to the increased flushing of wipes.	February 10- March 30, 2020	\$8,000 (some of these budget dollars helped fund the Wipes Clog Pipes Campaign)

Results
<p>Google Ads:</p> <ul style="list-style-type: none"> • Impressions = 119,840 • Total Clicks = 398 • Average Cost Per Click = \$2.51 • Clicks by County <ul style="list-style-type: none"> • San Francisco = 151 • Santa Clara County = 137 • Alameda County = 36

- San Mateo County = 9
- Solano County = 6
- Sonoma County = 6
- Contra Costa County = 4

MATERIALS



Image from Flea and Tick online campaign. .

NEXT STEPS

BAPPG plans to continue funding OWOW to conduct regional IPM and less-toxic product outreach and education. BAPPG will be seeking a new regulatory tracking and communications consultant due to the dissolution of TDC Environmental. The first step in this process will be reaching out to Tammy Qualls, P.E. to gauge her willingness to take on the work that TDC had been doing for the committee in the interim while BAPPG prepares a request for proposals. During 2021, BAPPG will make it a priority to secure a new contract with a consultant that will track opportunities to comment on pesticide registration and evaluate activities by U.S. EPA and the California Department of Pesticide Regulation, with consideration of water quality impacts via the POTW pathway.

BAPPG will work with SGA and Stephanie Hughes to develop a future round social media pitch to the general public (not yet scheduled) and seek other outreach alternatives, such as reaching out to local Sierra Club and similar audiences. Will continue to engage with the San Carlos vet who is on the Environmental Affairs Committee of the AVMA including seeking to provide a presentation and follow-up dialogue with that national committee via Zoom. Will seek their advice regarding outreach materials developed in Fall 2020 for vets and their clients. Based on their input, will update outreach plans to vet clinics and other professionals. When in-person contact is appropriate, will reach out to several of the larger Bay Area veterinary clinics to seek their understanding and support of BAPPG flea control messages regarding less toxic flea and tick treatment control. BAPPG will also continue to return to Foothill College to meet with veterinary technician students, and will seek similar engagements with the Carrington College vet tech programs. BAPPG will coordinate messages and materials with the OWOW campaign and with its ongoing outreach to veterinary professionals.

5. POLLUTANT: PHARMACEUTICALS

POLLUTANT DESCRIPTION

Pharmaceuticals can enter water resources and the San Francisco Bay through improper disposal into wastewater streams (e.g., flushing pharmaceuticals down the toilet). Pharmaceuticals have endocrine disrupting properties, and unintended exposure of pharmaceuticals to aquatic life and humans can lead to adverse health effects. Outreach surrounding safe disposal of pharmaceuticals is essential to ensure member agencies meet regulatory standards and prevent pollution of receiving waters. There is potential to combine water quality messaging with broader messaging surrounding health and safety to target wider audiences while still ensuring that safe disposal is the key take-away.

KEY MESSAGES

1. No Drugs Down the Drain
2. Don't Rush to Flush – Meds in the Bin, We All Win!
3. Prevent Accidental Poisoning, Drug Abuse and Water Pollution by disposing medicines properly

Project	Description	Timeline	Budget
Dental Assistant / Hygienist Outreach	Insights about proper pharmaceutical disposal included as part of dental waste discussion.	Calendar Year 2020	N/A*

**Included above with mercury*

Results
Reached 135 dental trainees and instructors (per Mercury section).

NEXT STEPS

Continue to include discussions about proper disposal of pharmaceutical wastes in the outreach to dental trainees and instructors.

6. POLLUTANT: TRASH AND WIPES

POLLUTANT DESCRIPTION

Trash is a top priority due to the improper disposal of non-woven wipes and other non-flushable trash items such as hair, ear swabs and all products claiming to be biodegradable or flushable. Most consumer wipes products (labeled flushable or not) take much more time to disperse in water than toilet paper, which has caused issues for many POTWs in the Bay Area, including damage to pumping station equipment, grinders and other infrastructure, stoppages, and sanitary sewer overflows. Wipes and other non-dispersibles are also a safety issue for pump station employees that have suffered needle sticks from “deragging” pumps clogged with wipes.

KEY MESSAGES

1. Wipes Clog Pipes!
2. Toilets Aren't Trashcans

Project	Description	Timeline	Budget
Dental Assistant / Hygienist Outreach	As part of the dental waste discussion, speaker includes insights about microbeads and “flushable” wipes. This audience is very receptive to all BAPPG messages. More than 95% female, they are typically the primary purchaser for their families and as medical professionals, they are	Calendar Year 2020	N/A*

	concerned about health and water quality.		
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**Included above with mercury*

Results
Reached 135 dental trainees and instructors (same audience reached as “Mercury” results above).

Project	Description	Timeline	Budget
Toilets Aren't Trash Cans / Wipes Clog Pipes!	<p>In mid-March, after the first lockdown was put in place and there was a shortage of toilet paper, concerns were raised about increased use and potential flushing of wipes. The Pesticide campaign was put on hold and shifted to a Wipe Clog Pipe ad and media campaign. Then in the fall the traditional pollution prevention campaign was adjusted to focus on the slightly broader campaign of “Toilets Aren't Trash Cans”.</p> <p>The first campaign ran from March 16 to April 27, 2020. The campaign ran Central Contra Costa Sanitation District's “Don't Flush Your Wipes” video as a skippable ad on YouTube and had a press release sent out to the media which ended up placing stories in the San Jose Mercury News, San Mateo Times and Vallejo Times-Herald. The second campaign ran starting during P2 week and ran from September 21 to October 31, 2020. The campaign sought to raise awareness by placing ads in a multitude of Google's ad platforms. This was accomplished by creating the ad in multiple sizes suitable for a variety of placements around the web.</p>	<p>Spring: March 16 – April 27, 2020</p> <p>Fall: September 21 – October 31, 2020</p>	\$8,000

Results
<p>Don't Flush Your Wipes Google Ads:</p> <ul style="list-style-type: none"> • Impressions = 313,574 • Total Views = 150,091 • Average Cost Per View = \$0.01 • Views by County <ul style="list-style-type: none"> • Santa Clara County = 51,578 • Alameda County = 64,717 • Contra Costa County = 42,930 • San Francisco = 31,943 • San Mateo County = 21,807 • Solano County = 18,786 • Sonoma County = 16,205 • Napa County = 4,063

A majority of views came from people in the following, mutually exclusive, categories: ages 18-24, men, lower 50% of Household Incomes.

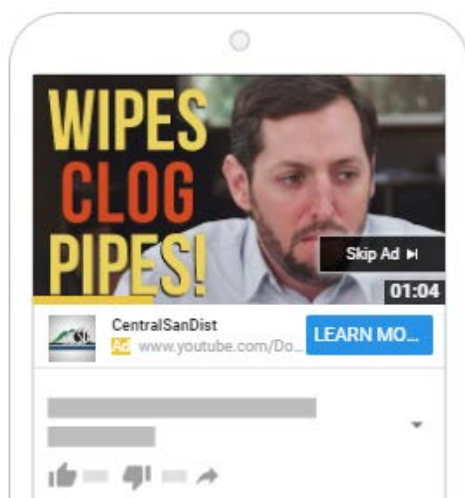
P2 Week Google Ads:

- Impressions = 9,598,833
- Total Clicks = 34,731
- Average Cost Per Click = \$0.16
- Clicks by County
 - Santa Clara County = 20,852
 - San Francisco = 7,254
 - Alameda County = 3,289
 - Solano County = 911
 - Contra Costa County = 861
 - San Mateo County = 764
 - Sonoma County = 543
 - Napa County = 104
- A majority of views came from people in the following, mutually exclusive, categories: ages 18-24, men, lower 50% of Household Incomes.

Wipes Campaign - Media Relations ([Article](#)):

- Developed press release on the issue of Wipes Clogs Pipes
- Posted on BACWA website and sent out to regional publications
- Published 4/7/2020 in the San Jose Mercury News, the San Mateo County Times, and the Vallejo Times-Herald.
- Since publication, the article has been viewed 28,376 times.

MATERIALS



Video ad as it appears on a mobile device after approximately 5-seconds.



Banner ad as it appears on a mobile device.



Half-page ad as it might appear on a desktop computer.

News > Health

Coronavirus: You're running out of toilet paper. Now what?

What are safe, sanitary alternatives to toilet paper?



Andy Jordan peers into an empty shelf in the pasta aisle at Berkeley Bowl on March 13, 2020. Shelves of basic items like pasta, toilet paper and flour emptied across the store as shoppers prepared to stay home for the next two weeks. Photo by Anne Wernikoff for CalMatters

By JOHN WOOLFOLK | jwoolfolk@bayareanewsgroup.com | Bay Area News Group
PUBLISHED: April 7, 2020 at 10:15 a.m. | UPDATED: April 7, 2020 at 4:09 p.m.

An East Bay couple riding out the statewide coronavirus stay-home order at their Sonoma County vacation home hasn't seen toilet paper on nearby store shelves in three weeks. They had a friend ship them some from their other place, but aren't sure what will happen when it's gone.

"They do get regular shipments of TP at the grocery store, but they are immediately purchased," said one of the pair, who asked not to be identified, fearing local hostility toward Bay Area residents who fled to rural vacation properties. They were told if they leave, they won't be allowed to return. "We have Kleenex, and then we'll either get another care package or go back."

Screenshot of a news article published in San Jose Mercury News.

NEXT STEPS

BAPPG will continue to include messages about trash and wipes when meeting with medical, hospice, and dental professionals and trainees. BAPPG will also distribute collateral during professional presentations and regional outreach events if these in-person events resume during 2021. BAPPG will also continue digital online campaigns in conjunction with National P2 Week to continue stressing the “Wipes Clog Pipes!” and “What to Flush” messages.

7. POLLUTANT: PCBs AND HAZARDOUS DEMOLITION WASTES

POLLUTANT DESCRIPTION

PCBs were components of external caulk and sealants prior to 1980. The EPA has developed messages about proper identification and management during building demolition and remodeling. BAPPG also identified a need to assemble information about hazardous material identification and management prior to building demolition, because the materials and regulations are numerous. Recent outreach efforts build on a brochure and web site created by BAPPG in 2012-2013.

KEY MESSAGES

1. Identify PCB and other hazardous materials prior to demolition.
2. Inspect buildings remodeled prior to 1980 for PCB-containing exterior caulk and sealants.
3. During removal of PCBs and other hazardous materials, protecting building residents and demolition staff and disposing of wastes according to state and federal disposal laws.
4. Utilize the BAPPG brochure and companion web site for more information:
www.baywise.org/demolition.

Project	Description	Timeline	Budget
PCB and Demolition Outreach	Stephanie Hughes on-call to provide support of the web site and outreach opportunities.	Calendar year 2020	\$500

Results
The demolition section of baywise.org was updated in relation to PCBs. The language and content were brought up to date.

NEXT STEPS

There are no next steps as this was a one-time project.