

Bay Area Pollution Prevention Group



B A C W A
BAY AREA
CLEAN WATER
AGENCIES

Annual Members' Meeting

Thursday, January 30, 2014

Boy Scouts Facility

1001 Davis St., San Leandro, CA

Report from Bay Area Pollution Prevention Group

Karr Ving, Committee Chair



Draft Agenda

9:00 AM: Introductions, housekeeping items, coffee and pastries

9:30 AM: Open discussion on Pollutant Prioritization and BAPPG projects

- Our proposed plan is to agree on a combined list of Priority Pollutants and additional Targeted Pollutants, then place each pollutant on a flipchart and brainstorm projects for each.
- Then the plan is for everyone to choose a pollutant and break up into small groups to further define for each pollutant:
 - The source
 - What is the message
 - How/when to implement
 - Evaluation criteria if possible
 - Expected results
 - Budget/resources



Dental Offices and Water Pollution Control

Key Message: Dental offices are a significant source of water pollution. Proper waste management is essential to protect the environment.

Why is this important? Dental offices generate a large amount of waste, including amalgam, which is highly toxic. Improper disposal can contaminate water sources.

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WIPES CLOG PIPES.

**Avoid a clog
disaster.**
Only flush toilet
paper and
you-know-what.



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**Avoid a clog
disaster. Flush
only human
waste and
toilet paper.**



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Avoid a clog disaster. Flush only human waste and toilet paper.



Bay Area Pollution Prevention Group



BACWA
BAY AREA
CLEAN WATER
AGENCIES





Check
out our
Eco-Home



Residents

Businesses

Contact Us

HEALTHY BAY, HEALTHY YOU.

Preventing pollution where we live, work, and play is the "Bay-wise" way to keep the Bay and our families healthy.



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Find a recycling location

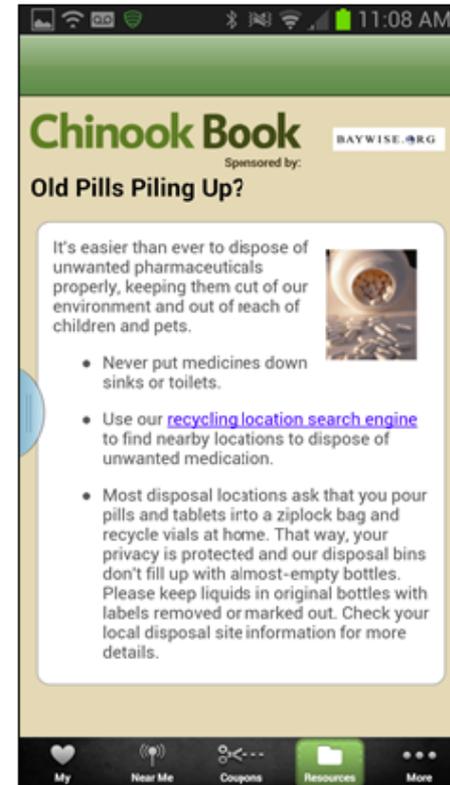
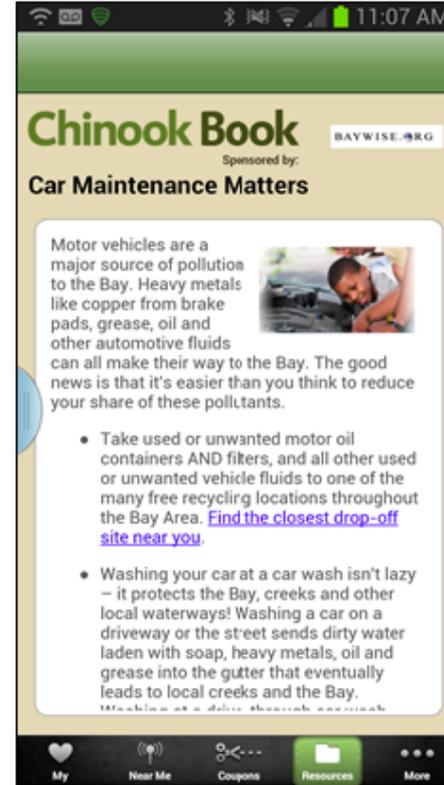
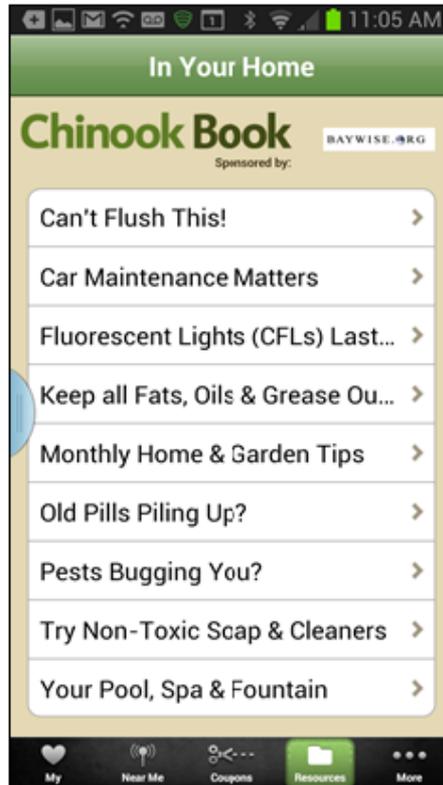
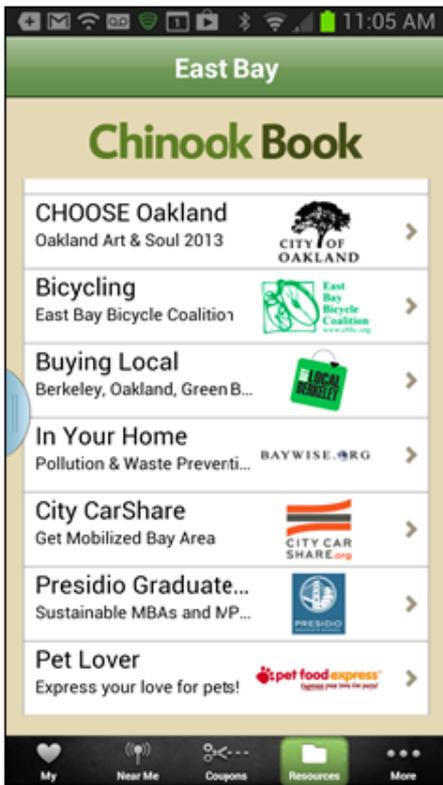
what? aluminium cans, motor oil

where? zip or city, state

GO

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UNIVISION RADIO WEEKLY SCHEDULE SUMMARY

FLIGHT:

KSOL
 WEEK OF NOV 25
 WEEK OF DEC 23
 WEEK OF DEC 30

KBRG
 WEEK OF NOV 25
 WEEK OF DEC 23
 WEEK OF DEC 30

KVVF

PSA'S
AUDIO STREAM

NOV 25 – JAN1
 NOV 25 – JAN1

NOV 25 – JAN1
 NOV 25 – JAN1

NOV 25 – JAN1

TOTAL INVESTMENT: \$8,000

ON-AIR		KSOL	KBRG	KVVF	TOTAL
DAY	TIME	SPOTS	SPOTS	SPOTS	LENGTH:
M – F	6A – 8P	15	16		:30 SEC 31
M – F	7P – 12A	12	9		:60 SEC 21
SA – SU	10A – 8P	8	8		:60 SEC 16
				TOTAL Paid	68

PSA'S					
M – SU	12A – 12A	30	30	30	:15 SEC 90
Online Stream	6A - 11P	52	78		:60 SEC 130

TOTAL: 68 ON AIR PAID SPOTS
 90 ON AIR PSA'S SPOTS
 130 AUDIO STREAM (130,000 Online Impressions)

96 WEEKLY SPOTS
288 TOTAL CAMPAIGN SPOTS

WEEKLY GROSS IMPRESSIONS: 575,900*
 TOTAL CAMPAIGN GROSS IMPRESSIONS: 1,727,700*
 COST PER THOUSAND (1000) : \$4.69*
 COST PER IMPRESSION : \$.0046*

*(HISPANIC PERSONS 12 +, ARBITRON NOV, DEC 2013)



P2 PERMIT LANGUAGE POLICY ROOTS

Pollutant Minimization Program

This provision is based on Basin Plan section 4.13.2 and SIP section 2.4.5

SIP: http://www.waterboards.ca.gov/water_issues/programs/state_implementation_policy/docs/sip2005.pdf

Basin Plan: http://www.waterboards.ca.gov/sanfranciscobay/basin_planning.shtml

P2 PERMIT LANGUAGE

3. Pollutant Minimization Program

- a. The Discharger shall include a description of the pollutant minimization of pollutants.
- b. The Discharger shall include at least the following information:
 - i. Brief description of treatment plant processes.
 - ii. Discussion of current pollutants of concern and potential future problems.

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P2 PERMIT LANGUAGE

3. Pollutant Minimization Program

- a. The Discharger shall continue to improve its existing Pollutant Minimization Program to promote minimization of pollutant loadings to the treatment plant ~~and therefore to the receiving waters.~~ *M*
- b. The Discharger shall submit an annual report no later than February 28 each year. Each annual report shall include at least the following information:
 - i. **Brief description of treatment plant.** The description shall include the service area and treatment plant processes.
 - ii. **Discussion of current pollutants of concern.** *Unclear, too General.* Periodically, the Discharger shall analyze its circumstances to determine which pollutants are currently a problem and which pollutants may be potential future problems. This discussion shall include the reasons for choosing the pollutants.

include which ones

