



BAPPG Meeting
Wednesday December 2, 2015 10:00 am
Meeting Minutes

1. **Introductions**
2. **Regional Board Announcements—James**
 - A. No Announcements for December.
3. **Steering Committee Update**
 - A. **Budget** – The plan for the FY17 Budget is to begin shifting priorities away from outreach and toward letter writing, technical support, and regulatory and legislative advocacy. Stephanie Hughes reports that the copper outreach to plumbers has been ineffective since supply stores don't carry alternative materials. Next year the budget won't separate out different campaigns and consultants, but will allocate a sum for the categories of outreach and technical support. This will increase the ease of invoicing and moving funds between projects as necessary.
 - B. **Website update** – A training was provided on uploading content to the BAPPG page on BACWA's website. Content from past campaigns is password protected. Please contact a member of the steering committee or the BACWA Regulatory Program Manager for the password.
4. **Updates**
 - A. **BACWA** – The San Francisco Bay Region's response to CECs is to monitor them, and if any rise in level of concern based on their prevalence or effects, to manage them first through pollution prevention, rather than end of pipe treatment (as described in the [2013 Pulse of the Bay](#)). Tom Mumley of the Regional Water Board has requested that BACWA provide lists of action items for CECs. A question arose of whether the Water Board is looking for management actions for the moderate risk CECs. Lorien Fono will follow up and get back to the committee. (Edited after the meeting to add this response from Tom Mumley: *I'm looking for actions on a broader list of CECs than just the four in the moderate list tier. We (Water Board) are close to completing draft action plans for those four (PBDEs, PFOS, Nonylphenols, and Fipronil) that we will share with the BAPPG soon (probably early January). They are simple by design (two pages each) and provide a brief overview of our management responses/actions. The primary management action for the first three is to monitor recovery based on actions taken to date, and for fipronil, it's to get CA DPR and USEPA to use their pesticides regulatory authorities. I'm open to suggestions for which CECs in the low-risk tier merit some attention because of use trends, opportunity for pollution prevention, etc., e.g., alternative flame retardants, pharmaceuticals, personal care products.*)
 - B. **CWEA** – They are collecting nominations for their annual awards and have not received many nominations. The annual P3S conference on Feb 29 in Riverside. The Annual Meeting is April 26 in Santa Clara.
 - C. **Pesticides** – Stephanie Hughes drafted a letter to EPA commenting on the reregistration of diquat dibromide. The use of diquat dibromide for root control in collection systems was omitted from the initial EPA's documentation during registration review. The [BACWA comment letter](#) notes that omission and then asks for clear language on the label to protect treatment plant operations and collection system workers.
5. **Presentation on Microplastics**
 - A. Stiv Wilson from the Story of Stuff presented his [organization's work](#) on microbeads. They were instrumental in the California ban on microbeads in personal care product, and Stiv noted the importance of CASA weighing in on the Assembly Bill. They are working towards Federal regulation on microbeads. Stive discussed the recent SFEI study on microplastics in the Bay and how the issue is greater than just beads, and there was a discussion of the survey of microplastics that BACWA is exploring. The Story of Stuff project is planning on doing a video about microfibers, and Stiv noted that these particles can be airborne and are being found in snow on Mt. Everest. It was recommended by the committee that the organization make sure they vet the

video with the wastewater community to make sure they are correctly characterizing the role of treatment facilities. It was recommended that they contact San Jose as a possible partner in educating the public on the role of treatment facilities in microfibers.

6. Project Updates

- A.** The Spanish language campaign on Univision began Thanksgiving week.
- B.** The triclosan Facebook campaign has been very successful, with 514,118 impressions and 7,372 clicks, representing a 1.4% CTR (click through rate). The top performing ads featured the cartoon fish and the mother and child washing their hands. Also, for comparison, typical CTRs for Facebook Ads are generally well below 1%, so the campaign definitely performed above average.
- C.** The campaign to prevent burning of wrapping paper is underway and will continue through the beginning of January.
- D.** There was a discussion about distributing info stickers on proper fryer oil disposal on turkey fryers.

7. Other items

Joe Neugeberger is preparing the BAPPG annual report which will be available in time for agencies Pollution Prevention reports at the end of February.

8. Next meeting

The next meeting on February 3, 2016, will feature presentations on EBMUD's sewer lateral program, as well as on CECs in biosolids.