



**BAPPG Meeting**  
Wednesday October 5, 2016 10:00 am  
Draft Meeting Minutes

**1. Introductions**

**2. Regional Board Announcements—James Parrish**

- A. None

**3. Awards**

Karin North of the City of Palo Alto, and Melody LaBella of CCCSD were both given certificates of appreciation for their many years of work with BAPPG.

**4. Steering Committee Update**

- A. The Baywise phone number is nonoperational, and it is unclear who has authority and responsibility to address the issue. The number receives 4-5 calls per month. Since member agencies use the number in their advertising, the phone line needs to be fixed.
- B. The committee budget is on track.

**5. Updates**

- A. **Our Water Our World** – Flea Fact sheets have been produced.
- B. **CWEA P3S Conference** – February 27-March 1 in Santa Rosa.
- C. **Education** Next Generation Science Standards for California schools call for visits to WWTPs in fifth grade. Some agencies give grants for transportations, and we should share information about how to implement these grants. SFPUC is developing a curriculum about the carbon cycle called “the power of poop”.
- D. **BACWA**
  - i. BACWA plans to provide comments on the draft RMP microplastics science strategy.
  - ii. BACWA is performing a survey on how agencies produce and reuse biosolids. This information will be important as it is likely that biosolids use as alternative daily cover at landfills will be phased out by 2025, and agencies will need to explore other alternatives.

**6. O’Rorke Update**

O’Rorke recently completed a P2 week campaign with CCCSD, and posted a billboard on wipes. With the assistance of O’Rorke, BAPPG placed ads on Facebook and with Division D. Division D is an ad placement company and when you place a buy through them the ad is placed in multiple online locations. Here are the results of the ad placement:

	Impressions	Clicks	Click Through Rate
Division D	578,477	1,163	0.20 %
Facebook	308,275	490	0.16 %

The average click through rate for an ad is 0.06 % so these numbers were well above average. Google analytics indicated that during P2 week, Baywise had 1,412 total visits from 1,270 unique users. This demonstrates the value of leveraging agencies’ resources to get collective value from these campaigns. There was a question about whether collection systems have noticed a reduction in wipes flushing concurrent to these campaigns.

**7. Stephanie Hughes presentation on Flea Control**

The meeting featured a [presentation](#) by Stephanie Hughes on the problems with current flea control chemicals in terms of both toxicity and effectiveness, and some non-chemical alternatives. She also provided a [spreadsheet](#) showing the effectiveness of different flea control alternatives to combat fleas at

different life cycle stages. Topical flea treatments are flawed in that they only reach an estimated 5% of the flea population in the home. Outreach messages should focus on mechanical controls and discourage topical treatments for pets. DPR is evaluating human exposure data for fipronil, and is considering significant mitigation measures. They will post their findings by December 2016. The OWOW sheets need to be updated with new data on flea control. The committee should reach out to veterinary association to help distribute messaging on effective and safe flea control remedies.

#### **8. Round Table Discussion on Press Releases**

Eric Dunlavey from San Jose kicked off a discussion about when to contact the press about an issue at the plant. San Jose had a spill of undisinfected secondary effluent that was approximately 1 million gallons over seven minutes. There was no public reaction to this event. There was a concern expressed in the committee that when you create an expectation of public communication there is the possibility that lack of communication is perceived as the agency having something to hide. There is also the risk of giving a 3<sup>rd</sup> party material for a lawsuit. Other members felt that if something significant happens at the plant, it's best to get out ahead of the story and control the messaging.

#### **9. Next meeting**

The next committee meeting on December 7.