



# BAPPG Meeting Notes

## Wednesday, December 5, 2018, 10am

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### 1. Introductions and Announcements

### 2. Regional Board Announcements—Debbie Phan

- a. Debbie Phan requested that agencies submitting P2 Annual Reports simply reference BAPPG's Annual Report, and don't include it as an attachment. She also noted that the Administrative Draft of the 2nd Nutrient Watershed Permit is expected in January.

### 3. Updates

- a. **CWEA** –The Annual P3 Conference will be held February 11-13 in Monterey. This overlaps with the Lincoln's Birthday holiday, so some agencies may not be able to send staff. There will be an event at the Monterey Bay Aquarium focused on pretreatment. The local CWEA is holding a Dec 13 toolbelt training in Windsor, CA.
- b. **BACWA** – The Annual Meeting is scheduled for January 11, 2019. The agenda will feature discussions with regulators, nutrients, and other regulatory "hot topics".
- c. **OWOW** – New factsheets are in the pipeline, including one on bed bugs. There will also be an update on pesticides and water quality, as well as a sheet on gophers, moles, and voles.
- d. **Budget** – The committee budget for FY19 is approximately 45% spent, with \$55,290 remaining. The steering committee has submitted a budget request to BACWA for FY20.
- e. **O'Rorke** – The Univision Spanish radio ads played over the Thanksgiving holiday week. The committee did an in-depth review of the Google Analytics report (see attached) for baywise.org to see what sources of web traffic we are getting, and what pages the public is looking at. The group agreed that we should ask O'Rorke for analysis on what the data tell us with respect to actionable results.

### 4. Toilets Aren't Trashcans flyer discussion

The committee reviewed the Toilets Aren't Trashcans 1-page ad to discuss the effectiveness of the images and ad copy. The committee reviewed similar ads from member agencies to see what ideas work. There was also a discussion on the most effective languages/locations for spending translation funds. Right now, we run Spanish ads Region-wide, Cantonese and Mandarin in San Francisco, and Tagalog in the South and East Bay.

### 5. Social Media

BAPPG cannot run Facebook ads without maintaining a Facebook Page, so the Steering Committee is considering launching one. There is the question of who will maintain/update the page, and who will respond to questions and comments received through the page. It was suggested that the BACWA AED would receive the questions and forward them to the current committee chair. Autumn will take a stab at developing a social media policy for BAPPG.

- 6. Next meeting** – February 6, 2019, Elihu M Harris Building, Room 11, 10am – 12pm. The meeting will feature presentations by San Francisco and Petaluma city staff on homeless encampment cleanup.