



Bay Area Pollution Prevention Group Meeting Notes

December 1, 2021, 10 am

1. Introductions

There were 25 attendees representing 20 wastewater agencies and the Regional Water Board.

2. Regional Board Announcements

Bill Johnson and Jessica Watkins from the San Francisco Bay Regional Water Quality Control Board attended the meeting and provided the following announcements:

- The hiring process to replace the BAPPG representative (formerly Debbie Phan) is nearly complete.
- This year's recipient of the Dr. Teng-Chung Wu Pollution Prevention Award will be the California Association of Sanitation Agencies (CASA) for advocacy related to wipes "do not flush" labeling legislation ([AB 818](#)).

3. Updates

- **Steering Committee:** The fall advertising campaign by SGA, which ran through November, has just ended. The focus was on FOG and "Toilets aren't trash cans." Metrics on viewership will be shared soon. The budget is on track, with 24% spent through October.
- **BACWA Announcements:** For the PFAS Regional Study, preparation of the Sampling and Analysis Plan for Phase 2 is underway. The [California Product Stewardship Council](#) will be presenting to the BACWA Board on Friday, December 17th. Most sections of the [BAPPG website](#) that were previously password-protected no longer are (except for some pesticides documents).
- **Pesticides:** Stephanie Hughes recently presented to the Pacific Northwest pretreatment conference regarding flea and tick messaging. Her slides are available [here](#).
- **Our Water, Our World (OWOW):** The California Stormwater Quality Association ([CASQA](#)) is now responsible for administration of the OWOW. Beginning in calendar year 2022, BAPPG plans to contribute to OWOW on behalf of non-stormwater BAPPG members. BAPPG's FY2022 budget already includes a contribution of \$10,000, which will cover OWOW activities in calendar year 2022.
- **CWEA.** The P3S Conference will be held at the Long Beach Hyatt from Jan 31 – Feb 2, 2022. [Registration](#) should open this week.

4. Legislative Update from National Stewardship Action Council

Jordan Wells (Assistant Director, National Stewardship Action Council) provided background information about the NSAC, which advocates for the three principles of a circular economy: (1) design out waste and pollution, (2) keep products and materials in use, and (3) regenerate natural systems. The presentation slides are available [here](#). The presentation also covered:

- Recent actions of the [Statewide Commission on Recycling Markets and Curbside Recycling](#), chaired by Heidi Sanborn;

- Successful passage of the wipes labeling legislation (AB 818) in California in 2021, including a comparison to wipes legislation in other states;
- An update on the Wastewater Infrastructure Pollution Prevention and Environmental Safety (WIPPES) Act (HR 4602), which has been introduced but does not yet have significant industry support.

5. Public Outreach During COVID

Representatives from Sonoma Water, City of San Jose, Livermore, and South San Francisco shared information about how they are conducting public outreach with COVID restrictions still in place, including the following:

- Sonoma Water uses social media posts including Facebook, Instagram, and posting on NextDoor in areas specifically found to have FOG accumulation. They have been conducting in-person outreach to restaurants, as some inspections are in-person.
- Attendees noted that accumulation of FOG has shifted to different areas of the collection system. Restaurants are serving more takeout food, which shifts grease accumulation from dishwashing away from downtown areas and into residences.
- City of [San Jose](#) already had been using social media before the pandemic, and continues to do so (see [YouTube channel](#)). Outreach partnerships with the Earthquakes and Sharks have been very successful, driving up web traffic by 100x or more. Many of the outreach messages are translated to Vietnamese, Chinese, and Spanish. City staff shared graphics related to chewable flea and tick medicine. In-person events such as Christmas in the Park are resuming.
- Livermore reported that the pandemic spurred them to make some improvements to their online outreach strategy, including launching a new website and obtaining a verified Facebook page.
- There was a discussion about the use of translation services; some agencies reported using in-house staff, while others use vendors such as [International Contact](#) in Oakland.
- South San Francisco reported that they are resuming in-person outreach events, including outreach during grease trap inspections. They are also running a free 9-week “Citizens Academy” to teach residents about local government.
- American Canyon has resumed in-person outreach. They have been conducting outreach to industrial customers and food trucks, which have increased in number.
- Members reported using the following vendors for video editing: Gigantic Ideas, Powtoon (animated software), Skylight Visual Media, Crushpix, bacipix, and +M productions.

6. **Next meeting** – February 16th, 2021, 10am – 12pm, via Zoom (note, meeting date has changed due to CWEA P3S conference).