



Bay Area Pollution Prevention Group Meeting Notes December 7, 2022

1. Introductions

There were 28 attendees representing 22 wastewater agencies, plus the Regional Water Board and one guest speaker.

2. Regional Board Announcements

Alessandra Moyer from the San Francisco Bay Regional Water Quality Control Board provided a presentation with helpful tips for preparing 2023 Pollution Prevention Reports. The presentation on “How to be a Pollution Prevention Princess” is available [here](#). For most agencies, annual Pollution Prevention reports are due February 28th.

3. Updates

- **Budget:** Joe Neugebauer reported that 29% of budget has been used for FY23, which is on target.
- **Pesticides Subcommittee:**
 - Stephanie Hughes’ update on pesticides regulatory work to the BACWA Executive Board is available [here](#). Her flea and tick presentation to the Santa Clara library is available [here](#).
 - The Pesticides Subcommittee will be meeting with the California Department of Pesticide Registration at its next meeting.
 - Olivia shared that the City of Palo Alto will be setting up a meeting with Pets in Need to discuss flea and tick control practices.
- **Outreach / Marketing:** The fall FOG campaign facilitated by SGA is complete, and Robert Wilson will share final statistics on the campaign’s performance soon.
- **BACWA Announcements:** The [National Stewardship Action Council](#), which BAPPG supports with a small annual contribution, will be presenting to the BACWA Executive Board on December 16th. BACWA is also convening a Communications Steering Committee to discuss broader public outreach on wastewater. The Mercury and PCBs Watershed permit was reissued in December.
- **CWEA.** The [P3S Conference](#) will be held in Monterey from Jan 30 – Feb 1, 2023. The early bird registration deadline is January 9th.

4. Social Media Presentation and Discussion

Donovan Gomez from SFPUC provided a presentation outlining his agency’s social media strategy. The presentation slides are available [here](#). SFPUC uses social media in several content categories including thought leadership, promotional, customer service (including real-time responses!), and brand identity. SFPUC employees often serve as brand ambassadors via “employee spotlights” and help share messaging. Donovan discussed how SFPUC manages its social media content using software. SFPUC has two full-time staff focused on social media.

Agencies discussed whether they have to archive social media posts in order to facilitate compliance with sunshine law requests. Some agencies do archival and some do not.

After Donovan's presentation, there was a round table discussion on the topic of how BAPPG members can better coordinate to share social media and content. The group agreed that it would be a good idea to start sharing about 4-5 preplanned messages each year. Each member agency would be responsible for posting to their agency-run social media feeds, if desired. Some of the messages could be focused on specific events (such as National Drug Takeback Day) or other standard messages (don't flush trash, etc.). To do this, we would need a hub for the content that would include a place to store unbranded graphics (each agency would add its own logo, if desired). Baywise.org could be used as the landing page for additional information. The group was in favor of developing a social media work plan with a budget and outreach plan. The steering committee will discuss next steps at its January 4th meeting.

5. Sewer Science Curriculum

Susan Hiestand (Silicon Valley Clean Water) shared an update on the curriculum she uses to teach high school students about municipal wastewater treatment. Although the lessons were originally provided in-person, she also created video versions during the pandemic so that the lab can be conducted remotely. The curriculum takes about a week, and Susan uses it in several local high schools. Students make their own fake wastewater, then go through the steps of treating it and testing the water chemistry. There is also a section that includes identifying microorganisms under the microscope. The sewer science booklet and videos are now available on SVCW's website ([link](#)).

6. Next meeting – February 1, 2023, 10am – 12pm, Virtual.