



Bay Area Pollution Prevention Group (BAPPG)

Update for BACWA Executive Board

March 20, 2026



BAPPG Work Plan

- **Coordination** of pollution prevention activities for all BACWA members, big to small
 - **Regulatory outreach** related to pesticides and other pollutants of concern
 - **Public and professional outreach** to reduce toxic pollutants flowing to Bay
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BAPPG Coordination

- **General Meetings** - Bimonthly meetings are to share information, leverage resources, and develop regional activities that help member agencies meet regulatory outreach requirements and BAPPG goals
 - **Pesticides Workgroup**
 - Regulatory and scientific developments related to pesticides in wastewater
 - Engage with regulators such as the California Department of Pesticides Regulation and USEPA
 - Develop outreach materials for member agency use
 - Meets monthly
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Pollutant Prioritization and Semiannual Campaigns

BAPPG members meet and prioritize where public outreach resources should go each year, including regulated and emerging contaminants

Topics covered multiple times over the last decade include:

Trash/Wipes

Pet Pesticides

FOG

Pharmaceuticals

Dioxins, Triclosan, PFAS

Semiannual Digital Media Campaigns

- Fall campaign and Spring campaign based on pollutant prioritization
- Campaigns are in Spanish and English
- Materials available for all members to use



Fall Campaign - \$15,000 budget, 3.9M impressions



Spring Campaign - \$20,000 budget, 2M impressions

2025 BAPPG Highlights

- Successful online marketing campaigns for FOG and PFAS
- Classroom visits to dental students
- Maintained strong partnerships (e.g., SFEI) and created new ones (i.e., Pretreatment committee)
- Pesticides work focuses on flea and tick control:
 - Analyzed and shared results of **survey** of over 600 US veterinarians
 - Coordinated with **American Veterinary Medical Association (AVMA)** to provide training and discuss pilot projects
 - Submitted **comment letters** to USEPA and CDPR
 - Shared **pet shelter** outreach materials developed by City of Palo Alto with all members
 - **CDPR**
 - Issued an aquatic risk memo for pet flea-control products that highlighted the down-the-drain pathway for fipronil
 - Coordinated on future grant opportunities

 **BAY AREA POLLUTION
PREVENTION GROUP**
A Committee of Bay Area Clean Water Agencies

2025
ANNUAL REPORT



Photo Credits, clockwise from top: EDMLD, Portland-Salem Sewer District, BayWise.org.

COVERING REPORTING PERIOD OF 1/1/25 – 12/31/25

BAPPG CHAIR: Autumn Ross

PREPARED BY: Joe Neugebauer

BAPPG CO-CHAIR: Robert Wilson

SUBMITTED TO: Bay Area Clean Water Agencies

BAPPG VICE CHAIR: Joe Neugebauer

DATE: February 11, 2026

BAPPG Budget Request for FY27

Professional Outreach (e.g., dental students, veterinarians, etc.) - Stephanie Hughes	\$	27,000
Public Outreach Support for digital media campaigns - Sagent	\$	50,000
Pesticide Regulatory Assistance - Stephanie Hughes, Tammy Qualls, and SFEI staff	\$	77,000
Unplanned Issues including website support	\$	5,060
Total	\$	159,060

Collaboratives that are listed separately in the budget but support BAPPG's work:

Our Water, Our World (through CASQA)	\$	10,000
National Stewardship Action Council	\$	10,000
California Product Stewardship Council	\$	10,000