

San Diego Regional Stormwater Copermitees Education and Outreach Workgroup

Meeting Notes

Meeting Facilitator: Aaron Barrall (Michael Baker International)

Date	Location	Agenda Summary
11/6/2019 10:15 AM to 11:36 AM	County of San Diego 5500 Overland Ave 4 th Floor, Room A-451 San Diego, CA 92124	<ul style="list-style-type: none"> • Welcome and Call Meeting to Order • Introductions • Public Comments for Items Not on the Agenda • Previous Meeting Summary • Ad Hoc Subcommittee Updates • Promotional Item (vote) • Structural BMP Education • Workgroup Budget and New Business • Announcements • Next Meeting • Promotional Item Distribution

ATTENDANCE					
<input checked="" type="checkbox"/>	County of San Diego Stephanie Gaines Gladys Gonzales Lauren Purcell	<input checked="" type="checkbox"/>	City of Carlsbad Hallie Thompson (phone)	<input checked="" type="checkbox"/>	City of Santee Cecilia Tipton
<input checked="" type="checkbox"/>	City of Oceanside Bronti Patterson	<input checked="" type="checkbox"/>	City of Coronado Jessie Powell	<input checked="" type="checkbox"/>	City of San Diego Annica Ly
<input checked="" type="checkbox"/>	City San Marcos Doug Dowden	<input checked="" type="checkbox"/>	North County Transit District Dina Facchini (Phone)	<input checked="" type="checkbox"/>	Facilitator (Michael Baker International) Aaron Barrall
<input checked="" type="checkbox"/>	Secretary (Michael Baker International) Hilary Ellis				

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2 **1. Welcome and Call Meeting to Order**

3 Aaron Barrall (Facilitator) called the meeting to order at 10:15 AM. An alteration to the agenda was
4 recommended to move the Promotional Item Ad Hoc Subcommittee Update (Agenda Item 6) before the
5 Promotional Item Purchase voting item (Agenda Item 5).

- 6 • **MOTION: Move Agenda Item 5 to be after the Promotional Item Ad Hoc Subcommittee**
7 **Update (Agenda Item 6).**

8 Moved by Doug Dowden (City of San Marcos)
9 Seconded by Stephanie Gaines (County of San Diego)
10 Vote: Passed unanimously (8-0)

11 **2. Introductions**

12 Attendees introduced themselves by name and jurisdiction.

13 **3. Public Comments for Items Not on the Agenda**

14 No members of the public were present to comment on items not on the agenda.

15 **4. Previous Meeting Summary**

- 16 • **MOTION: Approve the August 6, 2019 meeting notes with no corrections.**

17 Moved by Stephanie Gaines (County of San Diego)

18 Seconded by Doug Dowden (City of San Marcos)

19 Vote: Passed unanimously (8-0)

20 **6. Ad Hoc Subcommittee Updates**

21 **Promotional Items Ad Hoc Subcommittee**

22 The Program Planning Subcommittee (PPS) has approved the budget allocation for the Education and
23 Outreach Workgroup to purchase promotional items. Based on input received from Copermittees and
24 options from available vendors, Cecilia Tipton (City of Santee) presented the two items being
25 recommended for purchase: reusable produce bags and bamboo utensils/straw kit. Prices vary based on
26 quantity of items purchased. With the price point options, the Copermittees could purchase 2,500 to
27 5,000 reusable produce bags and 3,000 to 5,000 bamboo utensils/straw kits. The combined total price
28 will depend on the price point per item purchased, any discounts from the vendor for ordering multiple
29 items, taxes, setup costs, and other additional fees. The Workgroup can estimate the number of each
30 item for purchase today, but the final numbers will depend on including all the other fees and discounts.

31 Stephanie Gaines (County of San Diego) asked if non-bamboo reusable straws had been considered. Her
32 concern was that bamboo straws often deteriorate after a couple years of use. Cecilia Tipton (City of
33 Santee) explained the item selection process started with an extensive menu of options, including metal
34 straws and plastic reusable straws. Through Copermittee votes, the selections have been narrowed to
35 the bamboo kit that includes the straw instead of a utensil kit without a straw. For this purchase, two
36 items will be selected. For the next promotional item purchase, the Promotional Items Ad Hoc
37 Subcommittee would support using more eco-friendly vendors, considering the product materials and
38 their manufacturing location and eco-footprint, and reconsidering a larger variety of products. Hallie
39 Thompson (City of Carlsbad) volunteered that Carlsbad may be willing to carry the contract for the
40 promotional item vendor. Stephanie Gaines (County of San Diego) offered to speak with the
41 sustainability manager at the County to see if he has influence on how vendor agreements are done for
42 the County.

43 Stephanie Gaines (County of San Diego) commented it is good to have the straw included in the kit,
44 especially for ADA compliance. With plastic straw bans in many cities, it has become a burden on
45 persons who need straws.

46 Jesse Powell (City of Coronado) asked what would be printed on the reusable produce bags. Cecilia
47 Tipton (City of Santee) said the idea is to include the Project Clean Water logo, website, hotline
48 telephone number, and an environmental message. Stephanie Gaines (County of San Diego) suggested
49 using a message from the click pens that were ordered in the past. Cecilia Tipton (City of Santee) will re-
50 engage the Promotional Item Ad Hoc Subcommittee to develop the print directions and will conduct an
51 email poll to get consensus to place the order.

52 **5. Promotional Item Purchase ****VOTE******

53 The Copermittees have \$27,000 in the budget for promotional items. From that budget, \$2,000 was
54 previously allocated for branded canopies and tablecloths. Aaron Barrall (Facilitator) presented a
55 spreadsheet, based on the Copermittees' cost-share agreement formulas, showing the distribution of

56 purchasing 4000 utensil/straw kits and 2500 reusable produce bags. With the current estimated costs,
57 that would allow a remainder of \$1,140 to cover additional fees and taxes.

- 58 • **MOTION: Approve the purchase of approximately 3,500 to 4,000 bamboo utensil/straw**
59 **kits and approximately 2,500 reusable produce bags, up to the maximum cost of \$25,000.**

60 Moved by Cecilia Tipton (City of Santee)

61 Seconded by Doug Dowden (City of San Marcos)

62 Vote: Passed with 2 abstentions. (6-0-2)

63 Annica Ly (City of San Diego) and Bronti Patterson (City of Oceanside) abstained.

64 **6. Ad Hoc Subcommittee Updates**

65 **Marketing Campaign RFP Ad Hoc Subcommittee**

66 Stephanie Gaines (County of San Diego) updated the Workgroup that a firm has been selected through
67 the County's RFP process, but it is currently the middle of the five-day protest period. The awarded firm
68 cannot be announced until the protest period ends. If there are no protests, then the County will move
69 forward with contracting the selected firm. It is estimated to take about two weeks for the County to do
70 contracting. At this time, Stephanie Gaines is the Contracting Officer Representative (COR). The person
71 who fills Rouya Rasoulzadeh's vacated position will take over as COR after completing COR training.

72 Once cleared, Stephanie Gaines (County of San Diego) will coordinate with the firm to arrange a meet
73 and greet with the Workgroup, potentially in December. She requested Anthony Santacroce (City of San
74 Diego) to be available for that meeting.

75 **7. Structural BMP Education**

76 Gladys Gonzales (County of San Diego) summarized her presentation from the August Workgroup
77 meeting. One suggestion presented was to ensure there is structural BMP information available on
78 Project Clean Water. Stephanie Gaines (County of San Diego) stressed the information needs to be
79 regional in nature, not specific to a jurisdiction. Cecilia Tipton (City of Santee) suggested looking to the
80 Model BMP Design Manual for fact sheets that would be regionally applicable. Stephanie Gaines (County
81 of San Diego) noted there used to be a BMP Toolbox on the regional website, but it was underutilized
82 and has since been removed. There may be usable material from the BMP Toolbox that communicate
83 how important it is to have structural BMPs inspected and maintained regularly.

84 Stephanie Gaines (County of San Diego) suggested the addition of structural BMP inspection and
85 maintenance information be relayed to the Project Clean Water Ad Hoc Subcommittee. The structural
86 BMP information may have a more appropriate location to live on Project Clean Water than under the
87 Education and Outreach Workgroup.

88 Gladys Gonzalez (County of San Diego) also reminded the workgroup of the request for structural BMP
89 information to be included in outreach materials. Cecilia Tipton (City of Santee) indicated that request
90 should be passed on to the marketing firm.

91 Stephanie Gaines (County of San Diego) suggested having a regional inspection form for structural BMPs
92 would be helpful to the Copermittees.

93 **8. Workgroup Budget and New Business**

94 The PPS approved the Workgroup budget as discussed at the August Workgroup meeting. As discussed
95 in August, \$2,000 is being held for purchasing canopies and tablecloths. Stephanie Gaines (County of San

96 Diego) shared the County recently purchased a good quality canopy/EZ-up with clips, four sides that
 97 unzip, and is made of heavy duty vinyl. The cost was less than \$200 with no printing. She suggested the
 98 Workgroup consider purchasing non-branded canopies/EZ-ups and then purchase stickers that could be
 99 applied and refreshed annually. Cecilia Tipton (City of Santee) supported the suggestion, reminding the
 100 Copermittees they already have good backdrop banners that can be used. Cecilia will find the inventory
 101 table she used to distribute the Project Clean Water stickers for the banners, so new persons in
 102 jurisdictions will know if they are supposed to have a banner(s) at their jurisdiction already. The idea was
 103 to order three canopies (north, central, and south). If non-branded canopies are purchased, then
 104 possible more than three could be ordered. Stephanie Gaines (County of San Diego) will send the
 105 Workgroup a link to the specifications of the canopy recently ordered by the County.

106 The \$2,000 was also to include the purchase of tablecloths with the Project Clean Water logo on it.
 107 Stephanie Gaines (County of San Diego) will look into ordering blue tablecloths with the logo and non-
 108 printed canopies.

109 **9. Announcements**

110 Don Bergeson (City of Chula Vista) announced the City of Chula Vista is hoping to post an announcement
 111 in the next four to six weeks of an opening for a Stormwater Compliance Inspector II.

112 **9. Next Meeting**

113 Stephanie Gaines (County of San Diego) will work with the marketing firm to set a two-hour introductory
 114 meeting in early December, possibly December 5 in the afternoon at the County.

115 The next quarterly Education and Outreach Workgroup meeting will be Wednesday, February 5, 10 AM
 116 to 12 PM at the City of Chula Vista. Aaron Barrall (Facilitator) will coordinate with Don Bergeson (City of
 117 Chula Vista) to confirm location and audio/video capabilities.

118 **10. Promotional Item Distribution**

119 Copermittees picking up promotional items were asked to wait for Stephanie Gaines (County of San
 120 Diego) in the lobby immediately after the meeting.

121 Stephanie Gaines (County of San Diego) motioned to adjourn the meeting. Doug Dowden (City of San
 122 Marcos) seconded the motion. Approved by all, the meeting was adjourned at 11:26 AM.

123 **Action Items**

	Action Item	Responsible Person(s)	Expected By Date
1	Stephanie Gaines (County of San Diego) to check with the County's Sustainability Manager on how to influence getting vendors/suppliers in the future that are more environmentally friendly.	Stephanie Gaines	February 2020

	Action Item	Responsible Person(s)	Expected By Date
2	Cecilia Tipton (City of Santee) to re-engage the Promotional Items Ad Hoc Subcommittee to develop design suggestion for logo, message, website, and hotline to be included on promotional items being ordered. Cecilia to email the full Education and Outreach Workgroup for an email vote (consensus) on the design. After consensus, Cecilia to work with Stephanie Gaines (County of San Diego) to place an order for 2,500 produce bags and approximately 4,000 utensil kits with straws.	Cecilia Tipton, Stephanie Gaines	December 2019
3	Stephanie Gaines (County of San Diego) to notify the Education and Outreach Workgroup of the firm selected for the Marketing Campaign after the 5-day protest period ends and County DPC begins the contracting process.	Stephanie Gaines	November 11, 2019
4	Stephanie Gaines (County of San Diego) to arrange for a “Meet the Vendor” meeting with the Marketing Campaign contractor, tentatively set for December 5 for a two-hour slot between 1 and 4 PM at the County of San Diego. Stephanie to send a tentative save the date via email to the Education and Outreach Workgroup, pending contractor availability.	Stephanie Gaines	Email by November 11, 2019 Meeting confirmed by November 29, 2019
5	Annika Ly (City of San Diego) to ensure Anthony Santacroce (City of San Diego) is available for the “Meet the Vendor” meeting.	Annika Ly	November 29, 2019
6	Stephanie Gaines (County of San Diego) to alert the Project Clean Water Ad Hoc Subcommittee that the Land Development Workgroup will be requesting for structural BMP information to be added to ProjectCleanWater.org.	Stephanie Gaines	February 2020
7	Gladys Gonzalez and Lauren Purcell (County of San Diego) to work with Rene Vidales to keep dialogue open between the Land Development Workgroup, Education and Outreach Workgroup, and the Project Clean Water Ad Hoc Subcommittee.	Gladys Gonzalez, Lauren Purcell, Rene Vidales	Ongoing
8	Cecilia Tipton (City of Santee) to email the Education and Outreach Workgroup with the banner inventory table from Summer 2019 to show which jurisdictions claimed to have banners and received vinyl correction patches.	Cecilia Tipton	December 2019
9	Stephanie Gaines (County of San Diego) to email the Education and Outreach Workgroup with the link to details on the pop-up canopy the County recently purchased.	Stephanie Gaines	November 11, 2019
10	Stephanie Gaines (County of San Diego) to pull together information on costs for printed blue tablecloths and non-printed white canopies, to fulfill previously vote-approved purchase of up to \$2,000 for tablecloths and canopies for use at regional events.	Stephanie Gaines	December 2019

	Action Item	Responsible Person(s)	Expected By Date
11	Aaron Barrall (Education and Outreach Workgroup Facilitator) to coordinate with Don Bergeson (City of Chula Vista) to schedule Education and Outreach Workgroup meeting on Wednesday, February 5, 2020, from 10 AM to 12 PM at the City of Chula Vista at a meeting location appropriately equipped with audio/video capabilities.	Aaron Barrall, Don Bergeson	January 2020

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