



# BAPPG Meeting Notes

## Wednesday, October 4, 2017, 10am

---

### 1. Introductions and Announcements

### 2. Regional Board Announcements—Debbie Phan

- a. The mercury/PCB Watershed Permit is out for public comment. BACWA will provide a comment letter discussing PCB monitoring frequency, risk reduction requirements, and some minor corrections/clarifications.

### 3. Updates

- a. **Steering Committee** – The committee is arranging a mobile sources presentation for the December meeting, which will also feature the cookie and jerky exchange.
- b. **CWEA** – There is a training at the Hyperion Plant in November, and CWEA is looking for sites for a December training. The Annual conference is on February 12-14 in Riverside. Susan Hiestand is chairing the P3S track at the meeting.
- c. **BACWA** – BACWA will discuss competitive bidding for BAPPG’s contracts at the next Executive Board meeting, Nov 17.
- d. **Pesticides** – No Announcements
- e. **Budget** – The committee budget is \$28K, or 28% spent.
- f. **Website** - There were 2,381 visits to baywise.org during September, and over 90% of those occurred between September 11 and 24, when BAPPG’s ads were running. For comparison, there were only 285 visits to the website during the entire month of August. We can directly attribute this difference to our regional online ad campaign.
- g. **Member updates** – CCCSD is celebrating the 20<sup>th</sup> anniversary of its household hazardous waste program.

### 4. Wipes presentation – Kim Babusik, NicePak

Kim Babusik is a product developer for NicePak, which makes many wipes products sold by major retailers. She gave a [presentation](#) showing that wipes labeled as “flushable” do, in fact, break down upon being flushed, since they are designed to have less structural integrity and are made of cellulose, not plastic. She showed data that wipes products caught in sewer lines are usually not “flushable”. There was discussion about the protocol for doing a collection systems study, which Kim said she would share with members. She advocated a harm reduction approach, as the industry assumes consumers will flush wipes. They believe that consumers need to have a distinction between “flushable” and “non-flushable products so there are some products they know they may flush. Committee members responded that it is very difficult to educate consumers between the difference in these products, and with limited outreach budgets, the “don’t flush anything but toilet paper” message is most effective.

### 5. O’Rorke Update

The FOG ads are set to go for the holiday season.

**6. Social Media Best Practices Presentation – Sara Cefalu, City of Sunnyvale**

Sara gave a [presentation](#) covering the benefits of a social media presence for public agencies. Facebook is the most used social media site, so agencies with limited resources should target that venue. She discussed how to target ads for the most impact, and tools for how to stay up to date with media trends. WEF provides social media training for its members. There was a discussion about how agency management may provide oversight of their social media accounts. The committee discussed whether Baywise should have a Facebook account.

**7. Next meeting – December 6, Elihu M Harris Building - Room 12**