

MEMO

Submitted by: Judy Kelly
Director, San Francisco Estuary Partnership

Subject: Authorization to Apply for and Accept a Grant from the U.S. EPA Bay Water Quality Improvement Fund for the Bay Protection and Behavior Change Campaign, a Regional Outreach Project

Date: March 2, 2012

Executive Summary

Studies show that a top threat to San Francisco Bay water quality is area residents whose daily habits result in pollution of stormwater and wastewater. Bay Area stormwater and wastewater agencies are required to address these habits through pollution prevention programming and public outreach and education. Stormwater and wastewater outreach campaigns to date may have excellent messages, but they stand as disparate, sometimes short-lived efforts that lack a memorable, unifying Bay protection message. This project strives to create a long-term campaign that is integrated regionally and programmatically, with an overarching Bay protection message that sets the stage for driving behavior change. On behalf of an early coalition of stormwater and wastewater agencies and interested stakeholders, San Francisco Estuary Partnership proposes to use grant funds to establish:

A San Francisco Bay protection campaign. The project will focus on developing a strategic, multi-year campaign plan that is rooted in social marketing principles and that builds on the experiences of past and existing campaigns. Key anticipated outcomes are a Campaign identity and specific calls to action that embed in the Bay Area's collective psyche, and public behavior change that results in a cleaner Bay.

The grant involves developing and implementing approximately **two multi-year outreach campaigns** on pollutants causing impairments to San Francisco creeks and the Bay, such as mercury, pesticides, pet waste, and fats, oils, and grease that residents pour down the drain.

The total amount of federal funding requested under this grant application is estimated at \$ 400,000.

Partners include most wastewater and stormwater agencies in the 9-county Bay Area through the Bay Area Stormwater Management Agencies Association, Bay Area Clean Water Agencies, City of San Jose, and San Francisco Public Utilities Commission. The concept application is due to U.S. EPA on March 16, with expected award around August of 2012.

Match funds of approximately 33% of the project total will be provided by agencies include SFEP, BASMAA, BACWA, SFPUC, and City of San Jose.

Recommended Action

The Board is requested to authorize the application to U.S. EPA for the Bay Protection and Behavior Change project grant funding. Should ABAG receive the grant, approval for the Executive Director or designee to sign the agreement is requested. The project assists with implementation of the CCMP for the San Francisco Estuary.

Item 6.D.