



B A S M A A

Alameda Countywide
Clean Water Program

Contra Costa
Clean Water Program

Fairfield-Suisun
Urban Runoff
Management Program

Marin County
Stormwater Pollution
Prevention Program

Napa County
Stormwater Pollution
Prevention Program

San Mateo Countywide
Water Pollution
Prevention Program

Santa Clara Valley
Urban Runoff Pollution
Prevention Program

Sonoma County
Water Agency

Vallejo Sanitation
and Flood
Control District

To Whom It May Concern:

We certify under penalty of law that this document was prepared under our direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on our inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of our knowledge and belief, true, accurate, and complete. We are aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

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Appendix A6

Excerpt from CLEAN WATERSHEDS FOR A CLEAN BAY (CW4CB) SEMI-ANNUAL PROGRESS REPORT NUMBER THREE

February 13, 2012

Reporting Period: April 1, 2011 through September 30, 2011

Task 6. Risk Communication and Exposure Reduction

This task will implement a regional program of risk communication activities to raise public awareness of fish contamination issues in San Francisco Bay and to encourage fish-consuming populations to reduce their exposure to pollutants in contaminated fish. The Project Work Plan describes how this effort will be accomplished and includes four general sub-tasks:

- Sub-task 1. Convene a risk reduction stakeholder advisory group.
- Sub-task 2. Develop a broad risk communication strategy.
- Sub-task 3. Award and oversee implementation of mini-grants.
- Sub-task 4. Conduct evaluation activities.

BASMAA developed the above sub-tasks and an associated schedule in coordination with a Bay Area risk communication and exposure reduction work group that included representatives from BASMAA, the California Department of Public Health (CDPH), Bay Area Clean Water Agencies (BACWA), and Regional Water Board and EPA staff. This task is receiving additional funding from other dischargers to the Bay that have similar NPDES permit requirements, including BACWA and industrial dischargers. CDPH is now under contract through the Aquatic Science Center (ASC) to BASMAA to conduct the above sub-tasks as part of what is now called the San Francisco Bay Fish Project (SFBFP).

A. Description of activities accomplished

- Sub-task 1. Convene a risk reduction stakeholder advisory group.

During a previous reporting period, a Stakeholder Advisory Group (SAG) was formed. The SAG's primary function is to review and guide the risk communication and exposure reduction activities implemented under the SFBFP. The SAG also provides a forum for SAG members to learn about fish contamination and related topics, and promote collaboration and new activities among SAG members.

During this reporting period, the SAG met in May 2011 to be introduced to the funded groups (see Sub-task 3) and their projects and for all to receive and discuss a presentation about the new advisory for San Francisco Bay, including key advisory messages and effective ways of delivering them. CDPH convened a SAG signage subcommittee meeting in August 2011 to discuss the development of a warning sign for San Francisco Bay based on the updated advisory. The group reviewed and provided suggestions for improving some preliminary sign designs that were developed by CDPH. The SAG also met in September 2011 (fourth meeting overall) to

discuss the development of the fish consumption warning sign. The goal with the creation of this sign is to help anglers identify the fish that are safe to eat from the SF Bay, as well as which fish to avoid. The SAG also received a presentation about signage and other education strategies of the Fish Contamination Education Collaborative (FCEC). FCEC is a component of the Palos Verdes Shelf Superfund Site remediation effort that is managed by EPA. The agenda, presentations, and meeting summary have been posted on the project website www.sfei.org/sfbfp.

- Sub-task 2. Develop a broad risk communication strategy.

The Bay Area risk communication and exposure reduction work group has agreed that this sub-task will focus on developing a broad risk communication framework that will serve as the basis for planning future outreach, education, and risk reduction activities. The framework will address how to communicate information about fish contamination issues, including the current advisory, to fish consuming populations, with an emphasis on those populations at greatest risk. One important component of the framework is the mini-grant program (Sub-task 3).

During the last reporting period, CDPH developed a draft framework for review and comment by the SAG, including a project goal and five objectives.

During this reporting period, after review and comment, the framework was finalized.

- Sub-task 3. Award and oversee implementation of mini-grants.

During previous reporting periods, as reported under Sub-task 1, working through the SAG, CDPH developed an RFP and proposal selection process for awarding mini-grants (i.e., sub-awards). CDPH received significant and valuable input from the SAG to guide the general goals of the mini-grant program and several SAG members, including Geoff Brosseau, CW4CB's Principal Investigator, were selected to be on the proposal selection panel. The RFP was released in mid-February 2011 with proposals due back by April 1, 2011.

During this reporting period, nine proposals received back by April 1. The selection panel reviewed and scored the proposals and selected four projects from the following organizations for funding:

1. California Indian Environmental Alliance
2. APA Family Support Services
3. Greenaction for Health and Environmental Justice
4. Kids for the Bay

CDPH assessed the training needs of the four groups, developed the training, and conducted the training for nine staff from the four grantee groups in June 2011. The first half of the training focused on fish contamination issues including the sources of PCBs and mercury in San Francisco Bay, health risk and benefits of fish, and the San Francisco Bay advisory (see sub-task 4 for information on the second half training). Also, by June 30, Memoranda of Agreements regarding the mini-grants for two of the four groups had been signed.

CDPH continued to support the funded group projects by conducting additional fish contamination and evaluation training for Greenaction staff, reviewing an educational brochure developed by Greenaction, translating some of the evaluation tools into Spanish for Kids for the Bay, and developing poster-sized versions of the advisory materials for several groups.

- Sub-task 4. Conduct evaluation activities.

Evaluation is a critical sub-task. Evaluation activities will include: evaluation of the SAG, mini-grant evaluation activities by the funded groups, and evaluation of the mini-grants task overall.

During this reporting period, CDPH facilitated real-time, self-evaluations by the SAG of their meetings. During the last reporting period, the RFP required that project evaluation be a key component of any mini-grant proposal and subsequent project, including assigning a significant amount of the proposal scoring (20%) to that aspect of the proposals. So, also during this reporting period, the second half of the training CDPH conducted for sub-award recipients in June (see sub-task 3) focused on evaluation and included an overview of evaluation methods and tools, and a review of project evaluation reporting requirements. Also, the funded groups filled out an "Evaluation Workbook" that will serve as their project's evaluation plan.

B. Status of Achieving Milestones

- Sub-task 1. Convene a risk reduction stakeholder advisory group:

This sub-task/s milestone was achieved during a previous reporting period. The schedule in the Project Work Plan calls for convening the SAG during the first quarter of the project (July - September 2010). Initial planning was conducted during the first quarter and the SAG held its introductory meeting in December 2010. The SAG has met three more times through this reporting period.

- Sub-task 2. Develop a broad risk communication strategy.

The schedule in the Project Work Plan calls for developing a broad risk communication strategy during the seven-quarter period of Year 1 Q2 through Year 4 Q4 (October 2010 - June 2012). As reported above under Sub-task 2, development of the strategy was initiated and has been completed in the form of a framework.

- Sub-task 3. Award and oversee implementation of mini-grants.

The schedule in the Project Work Plan calls for awarding and overseeing implementation of mini-grants during the ten-quarter period of Year 2 Q1 through Year 4 Q2 (July 2011 – October 2013). The awarding of mini-grants was accomplished ahead of schedule in Year 1 Q4, and overseeing implementation is underway and ongoing.

- Sub-task 4. Conduct evaluation activities.

The schedule in the Project Work Plan calls for conducting evaluation activities near the end of the project during Q2 and Q3 of Year 4 (October 2013 – January 2014), which will be done at that time but evaluation of the SAG occurred during this reporting period.

C. Problems encountered with achieving outputs/outcomes and their resolutions

Problems related to this task were not encountered during this reporting period.

D. Planned activities for the next six months

Activities planned for the next reporting period will be focused on the following:

- Sub-task 1. Convene a risk reduction stakeholder advisory group.

The SAG will continue to help create, inform, and guide the development of a risk communication framework (Sub-task 2). In addition, the SAG meetings will continue to be used to keep members updated on the progress of the mini-grants (Sub-task 3) and related activities (e.g., fish monitoring activities, Bay PCBs TMDL, new San Francisco Bay fish consumption advisory), and encourage new activities and collaborations among the participating groups (e.g., sign posting by fishing location managers).

- Sub-task 2. Develop a broad risk communication strategy.

Sub-task 2 was completed during this reporting period. No activities are planned for the next reporting period, although the framework may be opened for lessons learned comments by the SAG at some point during the remainder of the project.

- Sub-task 3. Award and oversee implementation of mini-grants.

CDPH and the SAG will continue to provide oversight of the four mini-grant funded projects.

- Sub-task 4. Conduct evaluation activities.

The SAG will continue to conduct self-evaluations of their meetings. The mini-grant funded groups will start to implement evaluation processes for their mini-grant project activities.

Excerpt from CLEAN WATERSHEDS FOR A CLEAN BAY (CW4CB) SEMI-ANNUAL PROGRESS REPORT NUMBER FOUR

September _____, 2012

Reporting Period: October 1, 2011 through March 30, 2012

Task 6. Risk Communication and Exposure Reduction

This task will implement a regional program of risk communication activities to raise public awareness of fish contamination issues in San Francisco Bay and to encourage fish-consuming populations to reduce their exposure to pollutants in contaminated fish. The Project Work Plan describes how this effort will be accomplished and includes four general sub-tasks:

- Sub-task 1. Convene a risk reduction stakeholder advisory group.
- Sub-task 2. Develop a broad risk communication strategy.
- Sub-task 3. Award and oversee implementation of mini-grants.
- Sub-task 4. Conduct evaluation activities.

BASMAA developed the above sub-tasks and an associated schedule in coordination with a Bay Area risk communication and exposure reduction work group that included representatives from BASMAA, the California Department of Public Health (CDPH), Bay Area Clean Water Agencies (BACWA), and Regional Water Board and EPA staff. This task is receiving additional funding from other dischargers to the Bay that have similar NPDES permit requirements, including BACWA and industrial dischargers. CDPH is under contract through the Aquatic Science Center (ASC) to BASMAA to conduct the above sub-tasks as part of what is now called the San Francisco Bay Fish Project (SFBFP).

A. Description of activities accomplished

- Sub-task 1. Convene a risk reduction stakeholder advisory group.

During a previous reporting period, a Stakeholder Advisory Group (SAG) was formed. The SAG's primary function is to review and guide the risk communication and exposure reduction activities implemented under the SFBFP. The SAG also provides a forum for SAG members to learn about fish contamination and related topics, and promote collaboration and new activities among SAG members.

During this reporting period, CDPH continued development of the San Francisco Bay warning sign. A revised sign was presented to the signage subcommittee on November 15. CDPH convened the fifth and sixth meetings of the SAG on December 6, 2011 and March 8, 2012. The main December 6 agenda items were to (1) review and approve the new warning sign for San Francisco Bay and discuss posting, (2) learn about the Regional Monitoring Program sport fish sampling activities and discuss additional sampling activities that would support a more comprehensive advisory, and (3) hear updates from the funded groups on their projects (see Sub-task 3). In January, CDPH convened a conference call with the county health and environmental health agencies (including several who have not been participating on the SAG) to update them about the sign and posting activities. CDPH also convened a call with OEHHA

staff and received final approval from them on the sign. CDPH printed 350 copies of the SFB warning sign in a digital high pressure laminate material and will begin distributing the signs to the counties for posting in the next quarter. The main March 8 agenda items were to (1) hear an update on the San Francisco Bay sign and discuss possible media activities around the posting, (2) learn about the Water Board's TMDL activities, (3) discuss possible future activities, should the SFBFP continue beyond the current funding, and (4) hear updates from the funded groups on their projects (see Sub-task 3). The agendas, presentations, and meeting summaries have been posted on the project website www.sfei.org/sfbfp.

- Sub-task 2. Develop a broad risk communication strategy.

The Bay Area risk communication and exposure reduction work group previously agreed that this sub-task focus on developing a broad risk communication framework that serves as the basis for planning future outreach, education, and risk reduction activities. The framework addresses how to communicate information about fish contamination issues, including the current advisory, to fish consuming populations, with an emphasis on those populations at greatest risk. One important component of the framework is the mini-grant program (Sub-task 3).

During the last reporting period, after review and comment, CDPH finalized the framework but has left open the possibility that it may be revised based on SAG input.

During this reporting period, no additional work on the framework was necessary.

- Sub-task 3. Award and oversee implementation of mini-grants.

During previous reporting periods, as reported under Sub-task 1, working through the SAG, CDPH developed an RFP and proposal selection process for awarding mini-grants (i.e., sub-awards). CDPH received significant and valuable input from the SAG to guide the general goals of the mini-grant program and several SAG members, including Geoff Brosseau, CW4CB's Principal Investigator, were selected to be on the proposal selection panel. The RFP was released in mid-February 2011 with proposals due back by April 1, 2011. Nine proposals were received; the selection panel reviewed and scored the proposals, and selected four projects from the following organizations for funding:

5. California Indian Environmental Alliance
6. APA Family Support Services
7. Greenaction for Health and Environmental Justice
8. Kids for the Bay

During this reporting period, all four funded groups submitted their midterm reports. APA, Greenaction, and Kids for the Bay have made good progress on their projects and CDPH has approved the next payment of their award (40% of the awarded amount). The California Indian Environmental Alliance (CIEA) had some difficulty implementing their project as originally planned. CIEA's project partner, the Native American Health Clinic (NAHC) WIC clinic, was unable to participate fully in the project, due in part to budget and staffing reductions at the clinic. CIEA had to redesign some parts of their project and worked closely with the clinic staff and CDPH to finalize these changes and renegotiate their MOA.

There were two main changes to the CIEA project. First, CIEA reduced the number of people included in their fish consumption survey from 8,000 to 1,000, and added an educational intervention and evaluation after the survey. The reduction in survey participants was necessary because the population served by their project partner, the NAHC-WIC clinic, was smaller than anticipated. CIEA will supplement the survey by conducting interviews at several community events. Second, CIEA will not conduct the community education meetings with WIC participants as described in their original MOA. Instead, in collaboration with the WIC clinic staff, CIEA has designed a fish curriculum called "Making Healthy Fish Choices" that uses a WIC class format and will be offered at the clinic during the spring. CDPH approved the next award payment to CIEA after they completed 100 surveys and the fish curriculum. CDPH collaborated with CIEA in conducting a half-day training for 10 of the WIC clinic staff on February 29. CDPH also conducted a site visit with CIEA staff while they implemented their fish consumption survey at the NAHC-WIC clinic.

In addition to the training on February 29, CDPH has provided significant support to the CIEA project in February and March, which has included:

- providing extensive comments on CIEA's fish consumption survey and fish curriculum.
- developing an educational "pledge" for the fish curriculum participants and translating the pledge into Spanish and Vietnamese. This pledge serves as an educational handout but will also help CIEA track SF Bay fish consumers who attend the fish class.
- translating a CDPH low-literacy brochure ("Safety Tips for Eating Fish") into Spanish so it could be used as part of the fish curriculum
- creating poster versions of the low-literacy brochure in English and Spanish.
- providing a Spanish-speaking interviewer who assisted CIEA in conducting fish consumption interviews at the NAHC-WIC clinic.
- printing of educational materials and providing training tools.

Although \$100,000 was originally set aside to support the four funded groups, only \$95,000 was requested and awarded to the groups. The remaining \$5,000 was made available to the four groups upon request to support their projects. CDPH approved supplemental funding of \$1,250 for all of the four groups.

CDPH staff conducted a site visit with Kids for the Bay. CDPH observed a lesson given by Kids staff to a 3rd grade class at the Cox Academy in Oakland.

CDPH assisted Greenaction by reviewing their educational brochure and translating it into Chinese, completing a Vietnamese translation of their educational brochure.

CDPH also provided training on advisories and fish contamination issues to 20 park supervisors from the East Bay Regional Park District at a meeting on November 9, 2011.

CDPH conducted training for 16 staff from APA Family Support Services and APA partner organizations including Nihonmachi Little Friends, Korean Center, Inc., Lao Seri Association (Cambodian and Laotian Services Programs), Vietnamese Family Services, Pilipino Senior Resource Center, and WestBay Multi Services Center. From both the APA and CIEA trainings

there was an increase in knowledge from the pre/post test and very positive comments from the written evaluations.

CDPH completed the Chinese translation of the advisory brochure. As with the other brochures, there are two different covers for the brochure. CDPH printed 3,000 copies of the clinic cover brochure (Chinese) and distributed them to the funded groups (printing of 2,000 copies of the shark cover brochure in Chinese is in progress). CDPH also completed the Chinese translation of the kiosk version. These Chinese materials have also been posted on the project website. CDPH also completed the Vietnamese translation of the advisory brochure (including two versions—a clinic cover and a shark cover) and kiosk version. CDPH printed 2,000 copies of the clinic cover Vietnamese brochure and provided these to the funded groups. These materials have been posted on the project website. CDPH is also in the process of printing 150 copies of the advisory kiosk version (English) in a rigid PVC plastic that will be distributed along with the SF Bay sign for posting on kiosk or bulletin boards at fishing sites.

- Sub-task 4. Conduct evaluation activities.

Evaluation is a critical sub-task. Evaluation activities will include: evaluation of the SAG, mini-grant evaluation activities by the funded groups, and evaluation of the mini-grants task overall.

During this reporting period, CDPH continued to facilitate real-time, self-evaluations and modifications by the SAG of their meetings. Training evaluation was described above under Sub-task 3.

B. Status of Achieving Milestones

- Sub-task 1. Convene a risk reduction stakeholder advisory group:

This sub-task/s milestone was achieved during a previous reporting period. The SAG has met two times during this reporting period.

- Sub-task 2. Develop a broad risk communication strategy.

The schedule in the Project Work Plan calls for developing a broad risk communication strategy during the seven-quarter period of Year 1 Q2 through Year 4 Q4 (October 2010 - June 2012). As reported above under Sub-task 2, development of the strategy was initiated and completed in the form of a framework.

- Sub-task 3. Award and oversee implementation of mini-grants.

The schedule in the Project Work Plan calls for awarding and overseeing implementation of mini-grants during the ten-quarter period of Year 2 Q1 through Year 4 Q2 (July 2011 – October 2013). The awarding of mini-grants was accomplished ahead of schedule in Year 1 Q4, and overseeing implementation is underway and ongoing.

- Sub-task 4. Conduct evaluation activities.

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C. Problems encountered with achieving outputs/outcomes and their resolutions

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D. Planned activities for the next six months

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- Sub-task 1. Convene a risk reduction stakeholder advisory group.

The SAG will continue to help create, inform, and guide the development of a risk communication framework (Sub-task 2). In addition, the SAG meetings will continue to be used to keep members updated on the progress of the mini-grants (Sub-task 3) and related activities (e.g., fish monitoring activities, Bay PCBs TMDL, new San Francisco Bay fish consumption advisory), and encourage new activities and collaborations among the participating groups (e.g., sign posting by fishing location managers).

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