



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.

James Scanlin, Alameda Countywide Clean Water Program

Tom Dalziel, Contra Costa Clean Water Program

Kevin Cullen, Fairfield-Suisun Urban Runoff Management Program

Matt Fabry, San Mateo Countywide Water Pollution Prevention Program

Adam Olivieri, Santa Clara Valley Urban Runoff Pollution Prevention Program

Lance Barnett, Vallejo Sanitation and Flood Control District

Bay Area

Stormwater Management

Agencies Association

P.O. Box 2385

Menlo Park, CA 94026

510.622.2326

info@basmaa.org

San Francisco Bay Fish Project Quarterly Report

April 1, 2012 – June 30, 2012

Submitted on June 28, 2012, to the Aquatic Science Center by the California Department of Public Health

Task 1: Conduct Needs Assessment

Completed.

Task 2: Create and Convene Stakeholder Advisory Group (SAG)

Percent completion of task: 100%

CDPH convened the seventh (and last) meeting of the SAG on June 14th, 2012. The main agenda items were (1) final presentations from the funded groups, (2) an update on the San Francisco Bay sign posting and forthcoming media activities, (3) results of the survey on possible future activities, and (4) a presentation on Biomonitoring California. Biomonitoring California is a CDPH and Cal-EPA program to develop a biomonitoring program for the State (see <http://www.oehha.ca.gov/multimedia/biomon/about.html>). There were 21 attendees (including CDPH staff) (see agenda and draft meeting notes in Attachments 2A and 2B). The agenda and presentations have been posted on the project website www.sfei.org/sfbfp. The meeting summary will be posted once it is finalized.

CDPH received the San Francisco Bay “Fish Smart” warning signs that were ordered from the printer. We printed slightly fewer signs (319, not 350) due to the higher costs of producing these signs than expected. CDPH contributed \$9,000 toward the printing costs of the sign (total printing cost was \$15,103). During early May, the signs were distributed to our partners in 6 counties and other organizations for posting. CDPH has developed a list of fishing locations drawn primarily from the California Recreational Fisheries Survey (Attachment 2C). The organizations posting the signs were asked to fill out a sign tracking form (Attachment 2D). As of June 28th, only about 12% of the sites identified by CDPH have been posted. CDPH will continue to work with the posting agencies to complete posting activities.

CDPH is working with San Francisco Department of Public Health to plan a media event to highlight in the posting of the signs and the funded group projects. The media event would include the issuing of a press release to inform the media about the fish advisory and to invite media to the posting of a sign at a San Francisco pier. SAG members, including SFDPH staff, CDPH and SF-based funded groups, will be available to answer questions relevant to their roles. CDPH is also exploring doing a similar event with the City of Berkeley.

Task 2 Attachments:

2A. SAG meeting June 14th agenda

- 2B. SAG draft meeting notes (includes list of meeting attendees on the last page)
- 2C SFB Fishing Site list
- 2D Sign Tracking Form

Task 3. Conduct Risk Communication and Exposure Reduction Activities

Percent completion of task: 90%

Task 3(a) Risk Communication and Exposure Reduction Framework
Completed.

Task 3(b) Project Subcontracts

The funded projects are close to completion of their projects. CDPH asked the funded groups to submit their final reports by July 2nd using the final report template (Attachments 3A). However, CDPH has already granted two of the groups an extension of this due date. CDPH granted Kids for the Bay an extension until July 27th that they requested in November 2011. Kids anticipated needing extra time to complete their final report because some of their project activities would continue into June 2012.

The California Indian Environmental Alliance (CIEA) reported that they were unable to reach their target of 1000 waiting room interviews at the Native American Health Center, Women, Infants and Children (NAHC-WIC) clinic. While they continued to interview at the clinic, they began to encounter people they had already interviewed. They tried to expand the survey by interviewing at the NAHC Seven Directions clinic (in addition to the WIC clinic) and still could not reach their target. CIEA estimates that they interviewed about 775 people. CIEA also requested and was granted an extension on their final report until July 18th because their project lead was unavailable for several weeks in June due to prior commitments.

CDPH conducted site visits with Greenaction and APA (site visits with Kids for the Bay and CIEA were conducted in Dec. 2011 and March 2012, respectively). CDPH staff observed a workshop given by Greenaction staff for Tongan youth that included presentations and a fish bingo game. CDPH also observed a workshop for Chinese youth given by APA interns who were trained by APA staff. In addition, CDPH staff attended a Kids for the Bay event where students from Cox Academy in Oakland conducted presentations on San Francisco Bay fish contamination to their parents and family members.

CDPH conducted in-person evaluation interviews with staff from the funded groups that included questions about challenges, lessons learned, how to incorporate behavior change into their projects, capacity building, and sustainability. The funded groups were also asked to evaluate CDPH (see list of interview questions in Attachment 3B). The interview questions were reviewed by USEPA, Regional Board, BACWA, and BASMAA, and revised based on their input. The evaluation interview results will be described in CDPH's final report.

CDPH continued to provide technical assistance and support to the funded groups in a variety of ways. This assistance during the past quarter included the following:

1. CIEA
 - Translation of the “Making Healthy Fish Choices” curriculum into Spanish.
 - Designing a focus group guide for evaluating the “Making Healthy Fish Choices” classes
 - Moderating two focus groups, including one focus group in Spanish. CDPH will moderate a third focus group in Vietnamese that is planned for July 9th.
 - Providing a Spanish-speaking interviewer for approximately 10 days who assisted CIEA in conducting fish consumption interviews at the waiting rooms of the NAHC- clinics. The interviewer also implemented the CIEA’s educational intervention at the end of the interview.
 - Printing educational materials, surveys, and evaluation tools.

2. Kids for the Bay
 - Translating into Spanish the following materials:
 - An invitation to the Fish Presentation and Cooking Demonstration
 - A take-home interview for student to use to interview their parents/guardians on the Safe Bay Food Consumption Action Project
 - A post-test survey for parents/guardians who attend the Fish Cooking Student Presentations
 - Printing educational materials.

3. APA
 - Printing educational materials.

Task 3(c) Advisory Brochure and Kiosk Flyer

CDPH completed the translations of the advisory brochure (clinic cover) in six additional languages (see table below and Attachments 3B-3G). These materials have been posted on the project website. The advisory brochure is now available in 9 languages plus English. CDPH printed four of new languages using offset printing (quantities are listed in the table below). CDPH funds (\$941.45) paid for the printing of these brochures. (Smaller quantities of the other languages were printed in-house on a color copier and provided to the funded groups). Kiosk versions and shark cover brochures for the new six languages are still under development. One final language (Japanese) is still being developed.

New Advisory Brochure Languages (clinic cover)

Languages	Number of copies produced through offset printing
Cambodian	1000
Samoan	1000

Tagalog	1000
Korean	1000
Tongan	0
Laotian	0

CDPH also produced 200 copies of the kiosk version of the advisory (English only) in a rigid PVC plastic. These printed plastic kiosk versions were distributed to the counties and other groups for posting on kiosks and bulletin boards at fishing sites near where the San Francisco Bay sign is posted.

Task 3(d) Identify Future Activities

CDPH explored possible future activities with the SAG that could be implemented with additional funding. CDPH began by discussing possible future activities with the SAG at the March 8th, 2012, meeting. CDPH presented a list of suggestions for future activities that had been raised at past meetings and recorded SAG comments for additional activities. Due to time constraints at the meeting, CDPH asked all SAG members to respond to an online survey about future activities. This survey included questions about whether there was support for current activities (SAG, small grant program, educational materials, trainings/technical assistance), ideas for new activities, populations and activities that should be targeted in the grant program, and ranking of the level of importance of the list of activities suggested from past meetings. Ten SAG members responded to the online survey. A draft summary of all the responses we received was presented to the SAG at the June 14th meeting and provided in a handout (see Attachment 3H). This handout was also sent out to the SAG after the meeting and we asked for further comments. We will revise and finalize this document after we include these final comments.

This subtask (Task 3(d)) also requires CDPH to explore alternative funding sources and other ways to sustain the program. CDPH and SFEI developed an initial proposal for the USEPA Water Quality Improvement Fund. This proposal requested \$949,384 that would have funded the project for four years. We were not selected to submit a full proposal.

CDPH has also been providing periodic updates to the SAG about small grant programs that could fund fish education projects by stakeholder groups. These grants include:

- USEPA (CARE, Environmental Education, Environmental Justice)
- J.W. & H.M. Goodman Foundation
- Center for Environmental Health
- Wells Fargo & Company/National Fish and Wildlife Foundation.

Task 3 Attachments:

- 3A Final report template for funded groups
- 3B Advisory brochure in Cambodian
- 3C Advisory brochure in Samoan
- 3D Advisory brochure in Tagalog

- 3E Advisory brochure in Korean
- 3F Advisory brochure in Tongan
- 3G Advisory brochure in Laotian
- 3H Future activities draft summary

Task 4. Program Evaluation and Coordination

Percent completion of task: 85%

CDPH conducted a year-end evaluation at the June 14th SAG meeting. A draft summary is provided in Attachment 4A. This evaluation included questions about the June 14th meeting as well as questions about the SAG over the course of the project. There were 11 respondents. CDPH is still working on having other SAG member fill out the evaluation form and will revise the summary if additional evaluation forms are received.

During June, CDPH met with staff from each of the funded groups to conduct in-person evaluation interviews. A list of questions asked during these evaluation interviews is provided in Attachment 4B. CDPH will provide a summary of these interviews in our final report.

Task 4 Attachments:

- 4A Year-end SAG meeting (June 14th) evaluation draft
- 4B Interview questions to evaluation funded group projects