

Annual Reporting for FY 2019-2020

Training and Outreach

San Francisco Bay Area Small MS4 Permit Implementation



September 2020

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Introduction

This report provides information on regionally implemented activities complying with portions of the Small Municipal Separate Storm Sewer System (MS4) [Phase II Permit](#) issued by the State Water Resources Control Board (Water Board). The Phase II Permit covers stormwater discharges from 24 municipalities and special districts (Permittees) in the North San Francisco Bay Area. In June 2014, the Bay Area Stormwater Management Agencies Association (BASMAA) sent a letter to the San Francisco Bay Regional Water Quality Control Board's Executive Officer on behalf of the Region 2 Phase II Permittees. The letter indicated that the Phase II Permittees would fulfill the outreach and education requirements within their jurisdictional boundaries through a combination of options including contributing to a regional effort through BASMAA. This report covers training and outreach activities implemented by BASMAA related to the following Phase II Permit provisions:

E.7.a.(ii)(c) and F.5.b.2.(ii)(c) Develop and convey a specific stormwater message that focuses on the following:

- 1) Local pollutants of concern
- 2) Target audience
- 3) Regional water quality issues

E.7.a.(ii)(d) and F.5.b.2.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);

E.7.a.(ii)(f) and F.5.b.2.(ii)(e) Distribute the educational materials, using whichever methods and procedures determined appropriate during development of the public education strategy;

E.7.a.(ii)(g) and F.5.b.2.(ii)(f) Convey messages to explain the benefits of water-efficient and storm water-friendly landscaping, using existing information if available;

E.7.a.(ii)(i) and F.5.b.2.(ii)(i) Develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers;

E.7.a.(ii)(j) and F.5.b.2.(ii)(j) Within the Permittee's jurisdiction, provide independent, parochial, and public schools with materials to effectively educate school-age children about storm water runoff and how they can help protect water quality habitat in their local watershed(s);

E.7.a.(ii)(k) and F.5.b.2.(ii)(k) Develop (or coordinate with existing, effective programs) and convey messages specific to reducing discharges from pressure washing operations, and landscape irrigation and for E.7.a.(ii)(k) only, organized car washes and mobile cleaning.

E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.

E.7.a.(ii)(m) Develop and convey messages specific to mobile cleaning and pressure wash businesses.

E.15.d Diazinon Total Maximum Daily Load TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit);

One or more of the following three regional programs or projects conducted by BASMAA addresses the following Permit provisions.

Provision	Mobile Cleaner Training and Recognition Program	BayWise Website	Our Water, Our World Program
E.7.a.(ii)(c) F.5.b.2.(ii)(c)		X	X
E.7.a.(ii)(d) F.5.b.2.(ii)(d)		X	X
E.7.a.(ii)(f) F.5.b.2.(ii)(e)			X
E.7.a.(ii)(g) F.5.b.2.(ii)(f)			X
E.7.a.(ii)(i) F.5.b.2.(ii)(i)			X
E.7.a.(ii)(j) F.5.b.2.(ii)(j)			X
E.7.a.(ii)(k) F.5.b.2.(ii)(k)	X		
E.7.a.(ii)(l) F.5.b.2.(ii)(l)	X	X	
E.7.a.(ii)(m)	X		
E.15.d		X	X

These regionally implemented activities are conducted under the auspices of BASMAA, a 501(c)(3) non-profit organization comprised of the municipal stormwater programs in the San Francisco Bay Area, including the Permittees. Most of the 2019-2020 annual reporting requirements of the specific Permit provisions covered in this report are completely met by BASMAA projects and programs, except where otherwise noted herein or by Permittees in their reports. Development and implementation of scopes, budgets, and schedules for BASMAA projects and programs follow BASMAA's operational Policies and Procedures as approved by the BASMAA Board of Directors.

Permittees, through their program representatives on the Board of Directors and its committees, collaboratively authorize and participate in BASMAA projects and programs. All BASMAA members have shared in the regional costs of the projects and programs described herein.

Mobile Cleaning Training and Recognition Program

This program addresses the following Phase II Permit provisions:

E.7.a.(ii)(k) and F.5.b.2.(ii)(k) Develop (or coordinate with existing, effective programs) and convey messages specific to reducing discharges from pressure washing operations, and landscape irrigation and for E.7.a.(ii)(k) only, organized car washes and mobile cleaning.

E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.

E.7.a.(ii)(m) Develop and convey messages specific to mobile cleaning and pressure wash businesses.

BASMAA's long-standing [Surface Cleaner Training and Recognition Program](#) addresses the BMP and training aspects of the provision by focusing on the most common type of outdoor cleaning – cleaning of flat surfaces like sidewalks, plazas, parking areas, and buildings. Individual Permittees address the inspection and enforcement aspects of the provision.

Cleaners that take the web-based training and a self-quiz are designated by BASMAA as Recognized Surface Cleaners. BASMAA also created and provides marketing materials for use by Recognized Surface Cleaners. Cleaners can use the website to get trained and recognized for the first time or renew their training and recognition, as required annually. Recognized cleaners can also download marketing materials from the website. Potential customers, including Permittees can use the site to verify the recognition status of any cleaner, as can municipal inspectors.

In July 2014, the State Water Board adopted a temporary Emergency Regulation for Statewide Urban Water Conservation that directly affected some of the surface cleaning activities and best management practices of the Surface Cleaner Training and Recognition Program. Among other actions, the emergency regulations “prohibited, except where necessary to address an immediate health and safety need:...

- 2) The use of a hose that dispenses potable water to wash a motor vehicle, except where the hose is fitted with a shut-off nozzle or device attached to it that causes it to cease dispensing water immediately when not in use;
- 3) The application of potable water to driveways and sidewalks;”

The regulation was to remain in effect for 270 days, unless extended by the State Water Board due to ongoing drought conditions.

Of particular concern was item 3), which prohibited many of the activities conducted by surface cleaners if an immediate health and safety need could not be demonstrated and would require significant changes in the Surface Cleaner Training and Recognition Program. However, both the term and content of the emergency regulations were temporary, and the State Water Board might need to change either with minimal notice. Given the uncertain long-term future of the emergency regulations, BASMAA adopted a two-part strategy:

- 1) track the status of the emergency regulations with a plan to make the necessary changes to the Surface Cleaner Training and Recognition Program if the regulations became permanent, and
- 2) alert the cleaners that are in the Surface Cleaner Training and Recognition Program to the emergency regulations.

To effect part 2), in August 2014, BASMAA sent a notice to all the Recognized Cleaners alerting them to the emergency regulations. Part 1) progressed along the following chronology of events:

- May 2015, the State Water Board amended and readopted the emergency regulation extending its effectiveness to February 2016.
- February 2016, the State Water Board extended the emergency regulation through October 2016 (into FY 16-17).
- May 2016, the State Water Board replaced the emergency regulation adopted in February 2016 and extended the regulation through February 2017.
- February 2017, the State Water Board extended the emergency regulation for 270 days until November 25, 2017.
- April 2017, the Governor issued Executive Order [B-40-17](#), which builds on actions taken in Executive Order [B-37-16](#), including the State Water Board maintaining prohibitions on wasteful practices such as hosing off sidewalks. And as directed by the Governor in Executive Order B-37-16, the State Water Board is to separately take action to make wasteful water practices permanent.
- February 2018, the State Water Board attempted to make wasteful water practices permanent but after receiving significant opposition from water agencies before the adoption meeting, postponed adoption to allow more time to address comments.

In discussions with BASMAA, State Water Board staff have indicated that the regulations would regulate water use and not the discharge, and the regulations would regulate the use of potable water. BASMAA continues to track any developments and will work with the State Water Board as they develop and adopt a permanent regulation to try to ensure that necessary outdoor surface cleaning activities can be conducted in accordance with both stormwater regulations and urban water conservation regulations.

BayWise Website

This project addresses the following Small MS4Phase II Permit provisions:

E.7.a.(ii)(c) and F.5.b.2.(ii)(c) Develop and convey a specific stormwater message that focuses on the following:

- 1) Local pollutants of concern
- 2) Target audience
- 3) Regional water quality issues

E.7.a.(ii)(d) and F.5.b.2.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);

E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.

E.15.d Diazinon TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit);

BASMAA assists with this provision by using the regional website: BayWise.org to list or link to member programs' lists of points of contact and contact information for the stormwater agencies in the Bay Area (<http://baywise.org/about-us>).

Our Water, Our World Program

The *Our Water, Our World* program: addresses the following Small MS4 Permit provisions:

E.7.a.(ii)(c) and F.5.b.2(ii)(c) Develop and convey a specific stormwater message that focuses on the following:

- 1) Local pollutants of concern
- 2) Target audience
- 3) Regional water quality issues

E.7.a.(ii)(d) and F.5.b.2(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);

E.7.a.(ii)(f) and F.5.b.2(ii)(e) Distribute the educational materials, using whichever methods and procedures determined appropriate during development of the public education strategy;

E.7.a.(ii)(g) and F.5.b.2(ii)(f) Convey messages to explain the benefits of water-efficient and storm water-friendly landscaping, using existing information if available;

E.7.a.(ii)(i) and F.5.b.2(ii)(i) Develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers;

E.7.a.(ii)(j) and F.5.b.2(ii)(j) Within the Permittee’s jurisdiction, provide independent, parochial, and public schools with materials to effectively educate school –age children about storm water runoff and how they can help protect water quality habitat in their local watershed(s).

E.15.d Diazinon Total Maximum Daily Load TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit).

Below is a report of activities and accomplishments of the *Our Water, Our World* program for FY 2019-2020. For a detailed report of activities, see the attached Consultant’s Final Report.

- Coordinated program implementation with major chains Home Depot and Ace Hardware National.
 - Home Depot Corporate (Atlanta) directed support of the program with their stores (see letter attached).
- Completed the development and creation of two new fact sheets for Bed Bugs (in English and Spanish) and Moles, Voles, and Gophers. There are now 22 fact sheets – 18 in English and 4 in Spanish.
- Maintained an inventory of the following: fact sheets, shelf tags, literature rack display signage, *10 Most Wanted* brochures, *Pest or Pal Activity Guide for Kids*, custom-designed product guide dispensers, and two versions of product guides (Home Depot and generic), from which participating agencies could purchase materials.
- Recruited for, developed, planned, and conducted an IPM Advocates training course to qualify 5 new Advocates, almost doubling the IPM Advocates corps to 12 individuals.
- Conducted monthly seasonal pests meetings with IPM Advocates for month / season ahead.
- Updated less-toxic Product List by-manufacturer.
- Coordinated employee trainings and tabling events at *Our Water, Our World*

stores.

- Maintained [Our Water, Our World website](#).
- Provided [Ask-the-Expert](#) service—in which the Bio-Integral Resource Center (BIRC) provides 24-hour turnaround on answers to pest management questions. BIRC researched and provided answers to about 28 questions in FY 19-20.
- Provided and staffed exhibitor booths and made presentations to attendees:
 - Central Trade Show, Las Vegas (August 2019)
 - L&L Dealer Show, Reno (October 2019)
 - NorCal trade show, San Mateo (February 2020)
- Participated in UCIPM Continuing Education for IPM Advocates.

Below are some outputs and outcomes for FY 19-20:

- 36 *Our Water, Our World* Store Trainings¹
 - 301 employees trained at *Our Water, Our World* stores²
 - 54 outreach events at *Our Water, Our World* stores³
 - 3,146 customers contacted by Advocates at tabling events at stores and virtual events⁴
 - 28 questions researched and answered by technical expert
 - Over 30% increase in sales of eco-pesticide categories and an overall 8% increase in sales of eco-products over the previous year (Home Depot Corporate)
 - Doubling of Sluggo sales over the previous year
 - Over 29% growth in sales of Ortho Ground Clear, a newer eco-herbicide (Scotts Miracle-Gro)
 - Over 22% growth in sales of Ortho 3-in-1, pyrethrin and sulfur combination
-

^{1, 2, 3, 4} Funded by permittees at the local level.

Attachments

Point of Purchase Outreach

Home Depot Letter of Support



**Interoffice
MEMORANDUM**

DATE: January 1, 2020
TO: California Store Managers, D28 ASMs and Department Heads
FROM: Ron Jarvis
CC: Steve Knott, Scott Jacobson
SUBJECT: Our Water Our World training

OUR WATER, OUR WORLD is a coalition of organizations whose purpose is to encourage consumers to use less toxic pest controls in and around their homes. They specialize in retail friendly education. Their goal is not to alienate consumers by telling them what they can't use, but instead their information focuses on less toxic pest management and ties into products currently on our shelves.

An Our Water, Our World (OWOW) representative will be in your store to help train employees and label less-toxic products with shelf-talkers. The representative may also schedule a tabling event to educate consumers. This ties in well with "How-to" weekend events. The representative will display a sampling of excellent less toxic and Eco Options products off our shelves. They will provide free informational literature and a wealth of knowledge and experience. Please enjoy this additional help in your store.

A representative will contact you before the training or demonstration date to arrange details. Please contact Suzanne Bontempo at (415) 317-0475 if you have any questions.

Thank you

from the desk of.....

Ron Jarvis
Merchandising Vice President – Sustainability
THE HOME DEPOT USA, INC.
2455 Paces Ferry Road
Atlanta, GA 30339
(770) 384-4835
Fax (770) 384-4411

Attachments

Point of Purchase Outreach

Our Water, Our World Consultant's Summary Report



OUR WATER - OUR WORLD

BASMAA

Our Water Our World Retail Partners Summary Report

July 2019 – June 2020

prepared by Suzanne Bontempo, Plant Harmony - July 2020

Program Annual Overview:

The fiscal year started off by attending the Central Trade Show in August, then the L&L show in October, where we saw some changes among the vendors. Safer Brand is rebranding many of their products, transitioning both the Concern and some Havahart branding to Safer branding. I saw that Ferti-lome has OMRI certification for its eco-pesticide line. Miracle-Gro has expanded the Performance Organics fertilizer line and the EcoSmart line has new labeling and branding image.

The focus during August – December was preparing for the IPM Advocate training I conducted in January. This involved many hours of collaboration with Debi Tidd and Karey Windbiel-Rojas. I gave my full attention to recruiting, following up with these new recruits, preparing the curriculum, finding a location for the training, scheduling the dates and times of our classes to meet.

As October came, PG&E began exercising the power shut offs, that impacted many residences as well as the retailers throughout the Bay Area. Then the Kincade Fire ignited on October 23rd, halting OWOW services throughout the North Bay Area for the weeks that followed. As soon as the fire was behind us, the retail holiday season was in full swing, which meant OWOW services didn't resume until mid-December.

In January the new IPM Advocates attended and completed their training. This was a wonderful accomplishment. The new Advocates bring wonderful support to the OWOW program and are open to moving the program forward where possible. They come with insightful ideas and dynamic energy.

In February I began working with the new Advocates, having them shadow me with each store visit and OWOW task. I also joined the NorCal Trade Show with the help of IPM Advocate Lisa Ratusz. The NorCal show invited me to give a presentation on IPM to the garden industry professionals. The Department of Pesticide Regulations qualified my class for one continuing education unit for the garden industry professionals. The new IPM Advocates were invited to come experience the show which Charlotte Caner, Sherri Sunahara, and Emily Holly were each available to do.

Then March arrived and life as we knew it went sideways. I cannot express enough how challenging this spring season became because of the Covid-19 pandemic. The retailers were

stressed beyond measure. I, and all of the IPM Advocates servicing the OWOW program did our best to provide OWOW services while sheltering in place. Many of the retailers, including the Home Depot Corporate, requested that we pause our services during that time, which we did. I certainly did what I could to provide the retailers relevant pest problem solving support remotely.

Though these challenges have been significant, this has been a year of transitions. With more IPM Advocates retiring last year, I am happy to include our new, recently training IPM Advocates to the group this year. Next I am finding ways to offer public education to the public remotely. I have been able to transition OWOW public education and outreach to virtual platforms through Zoom.¹ And I am happy to say that I have been able to navigate this new approach to public outreach with success. Two incredible triumphs for the 2019-2020 contract year.

Moving forward, I am currently working with Debi Tidd to develop virtual OWOW trainings that are best suited for the retailers and OWOW. I am also supporting the IPM Advocates with OWOW Pest of the Month social media posts, IPM educational videos, and written articles that expand the OWOW message to a broader reach². I am extremely inspired looking forward to what is possible for delivering the OWOW message to the public in new ways.

We, the IPM Advocates have continued our focus on problem pesticide reduction by educating and mentoring the associates and consumers about alternative approaches to pest problem solving.

- Throughout the year, we continue to provide educational support and resources for the Asian Citrus Psyllid. We share the message of “Inspect, detect and then report” to the CDFA or local agricultural department.
- The public’s concerns around Roundup and glyphosate continues, however with the influence of the IPM Advocates, every retailer has at least one eco-herbicide alternative for sale.
- Rats and mice continue to be the most prevalent pest problem that people are battling. Working with exclusion and trapping is the message for success the we encourage.
- Then with the recent Sheltering in Place gardening trend, we have heard from most retailers that the sales of eco-pesticides and “organics” is up. This is wonderful to see during such a challenging time.
- Other pests that have been in the focus this year are; yellowjackets, spiders and fleas. We have provided additional education and support with eco-management solutions.

Educational retail trainings and public outreach³:

- **Total number of OWOW retailer trainings in the 2019-2020 fiscal year = 36**
 - Out of this total, 16 were at the Home Depot Stores
- **Total number of associates trained at these OWOW trainings = 301**
 - Out of this total, 148 were Home Depot associates
- **Total number of OWOW public outreach events in the 2019-2020 fy = 54**
 - Out of this total, 9 were at the Home Depot Stores

^{1, 2, 3} Funded by permittees at local level.

- **Total number of people reaches at both in-people + virtual OWOW events = 3,146**
 - Out of this total, 351 were reached at the Home Depot store
 - Out of this total, 943 were reached through virtual classes

These numbers reflect a 220% decrease in trainings conducted over the previous year and a 192% decrease in the number of public outreach events.

Most of the OWOW events are scheduled during the spring retail season, per the request of the retailer and to capture the larger crowds that the spring retail season brings. Unfortunately, the pandemic paused these services with all trainings and in-person outreach events during this time subsequently canceled. I can also add that I didn't receive the Sacramento OWOW contract NTP until January 1st, which was 3 months of opportunities lost.

The encouraging piece we are seeing is with the virtual education webinars. The OWOW IPM educational webinar events were created in lieu of in-person public outreach. Due to the health measures related to Covid, lower staffing levels left customers unsupported in the aisle at the point of purchase. These webinars are intended to introduce the OWOW program, the OWOW & UCIPM websites, and how to use these websites as a tool to properly identify pest problems with less toxic solutions.

Each webinar shares the common goal of introducing IPM Practices and over all healthy garden practices, to pre-educate consumers for their instore purchase decisions. Each participating agency assisted by promoting these events. The attendance rate for these no fee webinars averages 50%, which are encouraging numbers since 20% is the average for no fee webinars. Moving forward I plan to expand this remote outreach education.

Retailer support and sales overview:

- Home Depot Corporate provided a letter of 'Thanks' and "Support" for the OWOW program partnership in October, which Geoff sent to the agencies
- Home Depot Corporate provided a letter to BASMAA for the IPM Advocates outlining this program partnership and participation
- Home Depot Corporate, the sales of the eco-pesticide categories have increased over 30% with an overall increase of 8% of eco-products over the previous year.
- Sluggo sales is reported to have doubled over the previous year. This is a reflection of the recent gardening trend due to the pandemic, working from home and sheltering in place and the efforts of the IPM Advocates
- Ortho Ground Clear, a newer eco-herbicide Scotts Miracle-Gro was showcasing for 2020, has seen a growth of over 29%
- Ortho 3-in-1, pyrethrin and sulfur combination, has seen a growth in sales of over 22%

Throughout the 2020 year, Scott's Miracle Gro's newest organic fertilizer under the name of 'Performance Organics' continues to sell at an amazing rate.

Final comments:

As I mentioned in my review of the 2019-2020 fiscal year, this may have been the most challenging year we will ever see. With the fires and power shutoffs in the fall, the hardware and home improvement stores were faced with many retail stresses. Then, as March arrived, I cannot express enough how challenging this season became because of the pandemic. The

immediate challenge I was then faced with was how to reach the public when we were restricted to Sheltering in Place. How do I transition a public outreach program virtually? With the wonderful support and encouragement of a few agencies, I dove into the virtual training world through Zoom. Moving forward I see the value of providing OWOW education to the public through Webinar style classes. Also, to develop a virtual training platform that is best suited for the retailers and OWOW, this will only broaden our reach with OWOW education. Though it is very disappointing to me to end the year on this note, I am inspired looking forward to what is possible for delivering the OWOW message to the public in a new way.

The other encouraging discovery we witnessed once we began again to provide in-person OWOW services to the retailers is that many of the retailer's shelves were emptied of product from sell through, primarily the eco-products. This was from the supplier's inability to keep up with the consumer's demand. Retail teams also reported that their customers were asking for organic alternatives over the traditional products. A remarkable transition for the marketplace.

In addition, I am encouraged to hear that upgrading OWOW website is currently being discussed. This seems to be more relevant than ever before given the current state of affairs. As I have shared before, the OWOW website has the potential to be a valuable vital tool for the IPM Advocates, the retailers, and the public.