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SUMMARY REPORT

DATE: July 13, 2016

TO: TERRI FASHING
MCSTOPPP
Marin County Flood Control and Water Conservation District
Department of Public Works
POB 4186
San Rafael, CA 94913

SCOPE OF SERVICES: OWOW Program Activity 2015-2016

Below itemizes, summarizes and attempts to quantify the activities conducted in the 2015-16 OWOW Consultant contract.

SUMMARY

17 Store Setups

Each of the 16 stores received shelf tags with the new, much more attention-getting graphics! They look great. The 17th setup is the usual “reset” required because Home Depot always seems to rearrange a 2nd (or 3rd) time. Pt. Reyes Ace also reset, so that stores was refreshed as well.

Increased Awareness

Estimated Employees Reached During Visit: 50

Estimated Customers Reached During Visit: 50

(average of 3 each per visit)

Behavior Changes

Anecdotally, I can say that this year there I have detected much more awareness among store employees of the “blue tags” than I recall to date.



44 Store Visits

In addition to the Store Setups conducted in the spring, each of the 16 stores received 3 quarterly visits: during Q4 2015, Q1 2016, and Q2 2016. Note: Beginning in Q3 would be fine, as well, but this contract was initiated after Q3 was complete. Twelve stores got 3 visits. Home Depot got 4 and the two stores in Pt. Reyes got just one in addition to their Setups. They are far away, and until recently, not particularly engaged in the program. Oscar at Toby's is supportive but

tiny and no literature rack. Pt. Reyes Ace, under new ownership and new management, got their long-awaited training this year. They're a great example of the power of this information. The store is well respected in the community and the only hardware around, so they get a lot of traffic. The employees are particularly knowledgeable professionals, with couple of employees particularly interested in IPM. I think they can and do make a difference there.

On each visit, I brought literature I thought the manager would be interested in having, the latest info provided by Annie Joseph or UCIPM. I also laminated some of the pieces about current pest issues, like the Asian Citrus psyllid and Zika virus and mosquitoes.

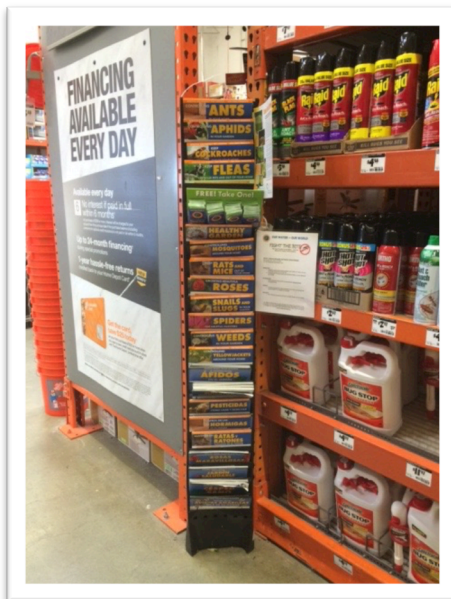


Marin - Sonoma Mosquito and Vector Control District
595 Helman Lane, Cotati, CA 94931
707-285-2200/www.msosquito.com

- MOSQUITOES:**
- Residents experiencing mosquito problems may call 800-231-3236 to set up a free service request for an on-site visit.
 - Free mosquito fish may be picked up at the District office, or can be delivered at no charge.
- YELLOWJACKETS:**
- District technicians will provide free extermination of ground-nesting yellowjacket nests.
- RODENTS:**
- The District provides free rodent inspections at your home, and will provide recommendations on management strategies.
- EDUCATION:**
- View, download and print brochures on a number of pests from the website.

Our Water Our World helps consumers find less-toxic products for use in their homes and gardens. For a copy of *Controlling Mosquitoes Around Your Home* and information on managing rats, yellowjackets and a wide variety of other pests, visit our web site at www.ourwaterourworld.org

Visits were also opportunities to restock the literature racks with the newly redesigned fact sheets.



Help Slow the Spread of Asian Citrus Psyllid in California

Asian citrus psyllid (ACP) continues to spread and to be an ever-present concern in California. Because of this, we have updated information from the April 2015 issue of UC IPM's Retail IPM newsletter to share with your customers.

Until 2013, ACP was mostly found in Southern California, but has since been found to multiple locations in the Central Valley and has been detected as far north as the San Francisco Bay Area. The psyllid is well-established in coastal and inland Southern California and it is slowly establishing itself in Central and northern California. In the process, it is threatening California's commercial, nursery and residential citrus.

ACP can transmit the bacterium causing an incurable and devastating citrus disease, Huanglongbing (HLB) also known as citrus greening. It is imperative that ACP populations be kept as low as possible to reduce the risk that the psyllid feeds and feeds on an HLB-infected tree and spreads the disease. To keep the psyllid from spreading, ACP host plants (citrus and close relatives such as orange-geranium and Indian curry leaf) in affected counties are under quarantine; they cannot be moved out of these quarantine areas. The box on page 3 has links to the quarantine areas.

We cannot stress strongly enough that retail nurseries and garden centers, residents, and landscapers can play major roles in minimizing the spread of this pest and HLB. Please read the guidelines below to learn more about what you can do to your store and what to tell customers.

Best Management Practices for Nursery and Garden Centers:

- Citrus trees are treated with insecticides to remove pests when they leave wholesale nurseries and to keep ACP from feeding on them. However, these treatments remain effective for only about three months. Citrus stock should be sold before trees lose this protection. Stock that is in the retail nursery for close to 3 months should be returned or destroyed.
- If possible, place trees inside a screened-in structure to protect them against psyllids. If this is not an option, take advantage of ACP's preference for sunny, warm conditions.

— continued p.3

WANT A FREE SUBSCRIPTION? To receive this newsletter electronically, send your e-mail address to UCIPM@agcenter.org with the subject line "Subscribe to retail newsletter." Please share this newsletter with your co-workers and encourage them to subscribe too!

When engaging directly with customers in the act of buying a product, I estimate 2/3 of the time, they will change their mind about their purchase and buy a less toxic product instead. We do not have statistical data showing the reduction in toxic pesticide sales and increase in less toxic pesticide sales, but with the exception of glyphosate (RoundUp) for which there is no effective substitute, customers approached directly in Marin County are open to making changes.

Increased Awareness

Estimated Employee Contacts During Visit: 150
Estimated Customers Reached During Visit: 150
(average of 3 each per visit)
Estimated Purchase changes During Visits: 75

Evidence of Behavior Changes

The program has been in the stores, and we have been making visits for enough time for it to be familiar to and welcomed by the employees. There are many long-time employees, some seasonal employees, and seemingly less of both. Stores are understaffed, so it helps to bring handouts. I have observed a heightened awareness among employees when recommending products to customers.

9 Displays

I installed 9 displays: 3 Fall-oriented and 6 spring installations.

Fall

Sloat Miller
Sloat Blithedale
Sloat Novato

Spring

Sloat Miller
Sloat Blithedale
Sloat Novato
Sloat San Rafael
Sloat Kentfield
Marin Ace

I am sensitive to the limited shelf space and floor space in these stores and looking for ways to do more in less space. The spring displays were incorporated into the product shelves or literature racks. Both seasons' displays featured fun signage or interesting facts I designed and put on laminated cards. I think they invite a closer look at their discretion.





Increased Awareness

Estimated Employee Contacts During Display Making: 30

Estimated Customers Reached During Visit: 30

Evidence of Behavior Changes

The managers, particularly those at Sloat, are much more amenable to putting my displays in than they used to be. The chains have little flexibility, however, so did not attempt displays at OSH or Home Depot.

5 Trainings

Scheduling and conducting successful trainings continues to be the greatest challenge of this program and a delicate situation. Managers are very reticent to let employees off the floor. They are running on skeleton crews. I have taken to conducting most trainings in the aisle, so that there is more cooperation on the part of the managers. It turns out to be a lot of effort to reach a few people. (They are of course, key people.)

Stores Trained

Jackson's Hardware
Pt. Reyes Building Supply (Ace)

OSH
Home Depot
Goodman

One of the most extraordinary experiences was when a Bayer rep by the name of Andrew Franklin stopped and listened in to the training in the aisle of Home Depot. He was in awe. It seemed he'd never heard this information before and was hungry for more!

Every participant filled out Pre- and Post-Training Surveys. (17 Pre, 16 Post)

As a bonus, at one "Event," the OSH/Master Gardener Public Seminar on Pesticides, I asked the 5 attendees to complete questionnaires as well. Their beginning knowledge was not much better than the store employees. Overall there was a definite improvement in knowledge base. Some of the answers seem rushed or random, as some appeared confused by the questions, but it's clear there is a decent beginning level of knowledge and an interest in the topic. I believe the employees are aware of and enrolled in the OWOW program, even if they're not as motivated as we'd like in incorporating the knowledge.

To combat the excess labor and paper waste of stuffing folders full of literature, I bring stacks of the relevant literature and invite students to take what they're interested in, thus getting them more involved hands on as well.

The large percentage of the available time that the surveys take takes away from the presenting of information and makes the session feel more rushed. It would be a good idea to brainstorm other ways of gauging metrics for the program.

Original hard copies of training rosters and surveys are included with this report, as is the spreadsheet summarizing improvements in % correct answers. It also lists the comments from all training participants. They were close to unanimous on feeling they'd learned new methods of pest management, gained helpful tools and comfort in presenting them. They felt the training information was just right, they liked the visuals, like learning about ingredients, and there were no suggestions for improvements other than longer session or fewer interruptions.

Increased Awareness

Estimated # of Employees Reached During Trainings: 17

Evidence of Behavior Changes

Roughly 15% overall increase in knowledge. See spreadsheets. They learned most about the connection of pesticides to water and about an integrated approach to pest management.

8 Events

"Events" are what we used to call "Tablings" conducted only on weekends to customers at stores. While this remains a very valid information-sharing device, we have expanded the reach into some new audiences.

Events Conducted

- OSH – No tax day – November. In-the-aisle setup. (25 reached)
- Sloat Vendor Night – February. Annual well attended trade event. (50 reached)
- CAC-MCSTOPPP Meeting (re: HOAs) – March. Outreach with a new community, seeking new audiences. (10 reached)
- HOA Property Manager Lunch and Learn – April. Potential seen in a new audience, new way of reaching homeowners. 10 "Real Manage", Novato, property managers. . (10 reached)
- Goodman Vendor BBQ – June. Annual well attended trade event. (100 reached)
- OSH-Home Depot Public Seminar – "Making Sense of Pesticides." Second annual "in-the-aisle" seminar with many handouts about how to understand the pesticide aisle. A highlight is the presence of knowledgeable and entertaining store manager, Bill Selk. (8 reached)
- Home Depot Spanish Tabling – 7am Monday tabling with cookies and Spanish literature talking to independent gardeners coming in for plant purchase (15 reached)
- Home Depot In Aisle Tabling – Pesticide aisle setup, testing weeknight audience: more leisurely and available, but less traffic (20 reached)

While there was no survey, I asked Sloat employees at the Vendor Night to write down what they do differently as a result of the OWOW program. These are the comments:

- Eco-friendly tags help our customer who do not want to use poison or chemicals in their yard.
- I use the wonderful roses flyer to educate my guests on how to garden in the foggy microclimates.
- Mainly use IPM handout sheets to advise customers with related questions.
- I use IPM with customers to **minimize use of pesticides.**
- I use the water wise shelf labels to educate customers on water wise products.
- I use a natural lawn weed killer with no harmful chemicals.



Increased Awareness

These audiences are reaching outside just pesticide customers or retail shoppers, reaching industry professionals, housing managers, tradespeople, Hispanic workers, trained Master Gardeners. They are potentially highly influential audiences – but very difficult to quantify because they are so varied.

Total Est. # of Attendees

238

If each person had occasion in one year to impart some piece of knowledge to 10 people, it's 2,380 potential changes in behavior.

Evidence of Behavior Changes

This could be one of the farthest-reaching efforts, in terms of how many residents are reached indirectly.

GENERAL CONCLUSIONS

An effort to extrapolate quantity of people reached with some piece of information about preventing pesticides from entering waterways totals **16,130 people reached, their knowledge increased, and likelihood of behavior changes increased.**

Total Est. # of Event Attendees Reached

238

10 people each = 2,380 potential changes in behavior.

Total Est. # of Employees Reached (From activities above)

250

50 people each/year = 12,500

Total Est. # of Customers Reached (From activities above)

230

3 people each/year = 750

Months of Displays Up

9

45 people/month taking notice in each store = 500

CONTRACTOR SUGGESTIONS

- Link the message closer to understanding our watersheds.
- Continue to seek creative outreach opportunities – Marin residents are particularly savvy to sustainability and less toxic products!
- Healthy water may not motivate people (or provide the reason “why”) more than healthy “pets” and “kids” but it’s more direct than just talking about either pesticide products or beneficial bugs for sale.
- Focus in on 3-5 points most important to impart to audiences and make sure they get those things. The 7 questions on the current questionnaire are nice but don’t represent the 7 most important need-to-know facts.
- (Some crucial pieces of information to consider are: watersheds, shelf tags, IPM approach, IPM website, and soaps-oils-and-biologicals.
- Reach out to Master Gardeners to partner on Public Seminars
- Reach out to Master Gardeners to contribute to the MMWD Water Walk training and service
- Revive professional involvement in Bay Friendly training
- Reach out to other garden-focused organizations, like community gardens, garden clubs, garden tours, women’s clubs, sustainability groups.
- Further develop the distinction between OWOW and UCIPM.

ADDENDUM – TRAINING RESULTS SPREADSHEETS

% CORRECT	Goodman	HD	OSH	Pt. Reyes Ace	Jacksons Hardware	OSH Master Gardeners	Unweighted Average
# Students	5	4	2	2	4	5	
	PRE						
1 <i>storm drain</i>	80%	75%	50%	100%	75%	100%	80%
2 <i>house drain</i>	80%	75%	100%	50%	25%	20%	58%
3 <i>ants</i>	100%	75%	100%	100%	100%	60%	89%
4 <i>HHW</i>	40%	50%	100%	100%	50%	100%	73%
5 <i>IPM (wdg bad)</i>	20%	25%	85%	50%	50%	75%	51%
6 <i>fleas</i>	100%	25%	75%	100%	80%	60%	73%
7 <i>aphids</i>	75%	20%	75%	100%	50%	80%	67%
	POST						
1 <i>storm drain</i>	80%	100%	50%	100%	75%	100%	84%
2 <i>house</i>	60%	100%	50%	100%	100%	75%	81%
3 <i>ant</i>	100%	65%	50%	50%	100%	75%	73%
4 <i>HHW</i>	60%	100%	100%	100%	75%	75%	85%
5 <i>IPM</i>	70%	75%	100%	75%	85%	90%	83%
6 <i>fleas</i>	100%	100%	75%	100%	100%	75%	92%
7 <i>aphids</i>	80%	90%	75%	100%	100%	80%	88%
	CHANGE						
1 <i>storm drain</i>	0%	25%	0%	0%	0%	0%	4%
2 <i>house</i>	-20%	25%	-50%	50%	75%	55%	23%
3 <i>ant</i>	0%	-10%	-50%	-50%	0%	15%	-16%
4 <i>HHW</i>	20%	50%	0%	0%	25%	-25%	12%
5 <i>IPM</i>	50%	50%	15%	25%	35%	15%	32%
6 <i>fleas</i>	0%	75%	0%	0%	20%	15%	18%
7 <i>aphids</i>	5%	70%	0%	0%	50%	0%	21%
							13%

TRAINING EVALUATIONS	Goodman	HD	OSH	Pt. Reyes Ace	Jacksons Hardware	OSH Master Gardener
<i># students</i>	5		4	2	2	4
<i>learned</i>	100% agree	100% agree	100% agree	100% agree	100% agree	100% agree
<i>will help</i>	100% agree	100% agree	50 agree, 50 neutral%	100% agree	100% agree	100% agree
<i>can share</i>	100% agree	100% agree	100% agree	100% agree	100% agree	100% agree
<i>usable</i>	100% agree	65 agree 35 neutral%	100% agree	100% agree	100% agree	100% agree
<i>printed mat</i>	80 just right, 20 too much%	100% just right	100% just right	100% just right	100% just right	100% just right
MOST HELPFUL?	Anne's knowledge	learning about beneficial bugs	information	learning about what ingredients are bad	video	all of it
	computer visuals	helpful insects	handouts	learning about resources (web) to find answers	handouts	discussing ingredients
	visual aid	Everything!			chemical knowledge identifying more toxic chemicals	
AREAS FOR IMPROVEMENT?						
	location - less interruptions	not enough time	Everything is OK		None	
	nothing longer	Nothing, perfect!			Was good	

ADDENDUM

NEW STORE INTERESTED IN PARTICIPATING

From: Ann Joseph [<mailto:anniejoseph@ix.netcom.com>]

Sent: Wednesday, June 22, 2016 8:35 AM

To: Fashing, Terri; 'Anne Rogers'

Subject: new store wants to be OWOW

Terri and Anne hi,

I have a great group Bennett Valley Ace Hardware from the Santa Rosa area who have a new store in downtown San Rafael. They are in the old Yardsbirds store area. I did a training last month for Bennett Valley and a few of the new employees from your store attended.

The name of the store is Chase Ace Hardware it is on 4th street. They love the OWOW program and have asked that I ask you to contact them so they can join up. The person to contact would be Nick.

Nick said to give them a few weeks to get in gear after they open which I think was this past weekend.

Thanks so much,

Annie

Email Disclaimer: <http://www.marincounty.org/main/disclaimers>