

# Annual Reporting for FY 2015-2016

## Training and Outreach

### San Francisco Bay Area Small MS4 Permit Implementation



October 2016

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*Our Water, Our World* Program

New *Our Water, Our World* graphic / display materials

Photos of trade show booths

Copy of *Our Water, Our World* advertisement

Screen shots of Mobile Inline Content in the Chinook Book App

## 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 23 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 2015-2016 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.

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### 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.

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BASMAA's long-standing Surface Cleaner Training and Recognition program addresses these 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.

Previously, BASMAA, the Regional Water Board, and mobile businesses jointly developed best management practices. The BMPs were packaged and delivered in training materials (e.g., *Pollution from Surface Cleaning* folder), and via workshops and training videos. The folder and the training video have since been translated into Spanish. Cleaners that take the 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. Previously, BASMAA converted the delivery mechanism to being online so that mobile businesses would have on-demand access to the materials and the training. BASMAA continues to maintain the [Surface Cleaner Training and Recognition](#) program. 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.

Subsequent to the development and implementation of the existing program, BASMAA and the Permittees scoped and budgeted for a new project to enhance the existing Surface Cleaner Training and Recognition program in the following ways.

1. Expand the existing Surface Cleaner Training and Recognition Program to include two new mobile business categories - vehicle-related cleaning and carpet cleaning;
2. Develop best management practices for the two new categories based on existing BMPs;
3. Review and revise as necessary BMPs for surface cleaning to be in compliance with the State Water Board's new drought-driven Emergency Regulation for Statewide Urban Water Conservation, and
4. Create outreach materials for the new categories and revise outreach for surface cleaning.

The following has been accomplished:

- Website – Completed major update of the site.
- BMPs – Best management practices were developed and are being finalized for vehicle-related cleaning and carpet cleaning based on existing sets from BASMAA member agencies, other public agencies, and the trade association. BMPs for surface cleaning are being reviewed and revised to incorporate the State Water Board's Emergency Regulation for Statewide Urban Water Conservation.
- Outreach – Outreach materials are being developed for vehicle-related cleaning and carpet cleaning.

**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 these provisions by collaborating with Bay Area wastewater agencies to maintain the BayWise website. [BayWise.org](http://BayWise.org) is designed to educate Bay Area residents and businesses about simple, cost-effective ways to protect San Francisco Bay by preventing pollution at the source. The website provides educational messages on topics such as less toxic pest management, stormwater-friendly car washing and pool and spa maintenance, marina and boatyard resources, and proper restaurant grease management.

**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 2015-2016.

- Completed comprehensive review and major overhaul of program materials resulting in new (see attachments):
  - Logo,
  - Shelf tag,
  - Literature rack header and side panel signage,
  - Product Guides (3 versions – generic, OSH, Home Depot),
  - Product Guide dispenser,
  - Aisle signage,
  - Business cards, and
  - Fact sheets (14 English, 3 Spanish).
- Coordinated program implementation with major chains Home Depot, Orchard Supply Hardware (OSH), and Ace Hardware National. Corporate office of OSH (San Jose) and Home Depot (Atlanta) directed support of the program with their stores.
- Twice printed an inventory of the following: fact sheets, shelf tags, and Home Depot-specific pocket guide, from which participating agencies could purchase materials.
- Updated less-toxic Product Lists: 4 versions – generic product-by-pesticide-fertilizer, generic product-by-pest, OSH product-by-pest, and Home Depot product-by-pest
- Maintained [Our Water, Our World website](#).
- Provided [Ask-the-Expert](#) service—which provides 24-hour turnaround on answers to pest management questions.
- Provided and staffed exhibitor booths (see photos attached).
  - Excel Gardens Dealer Show, Las Vegas (August 2015)
  - L&L Dealer Show, Reno (October 2015)
  - NorCal trade show, San Mateo (February 2016)
- Provided on-call assistance (e.g., display set-up, training, IPM materials review) to specific stores (e.g., OSH, Home Depots).
- Provided print and web advertising – [Chinook Coupon Book](#) (see back cover ad attached).
- Maintained Chinook Book mobile application (app) – [OWOW mobile app](#) (see attached screen shots of Mobile Inline Content in the Chinook Book App).

Although effectiveness information need only be provided in the 2019 annual reports (C.9.g), below are some timely quantitative metrics provided by store partners:

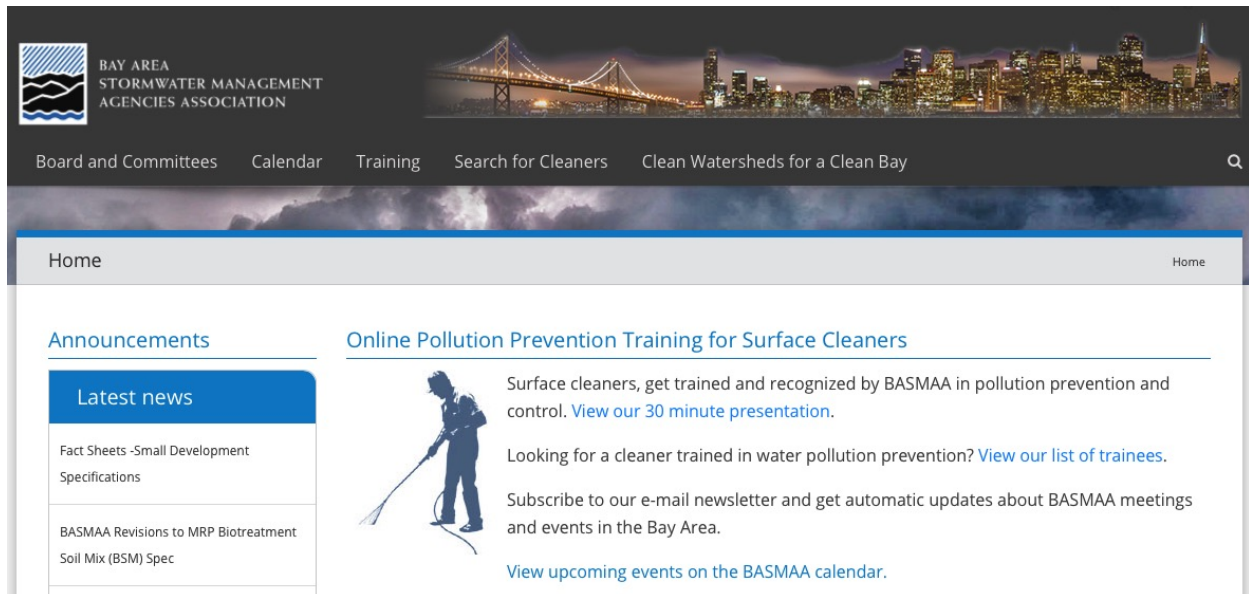
- OSH reported sales in the less toxic and organic category were up 3-4% over the previous year.



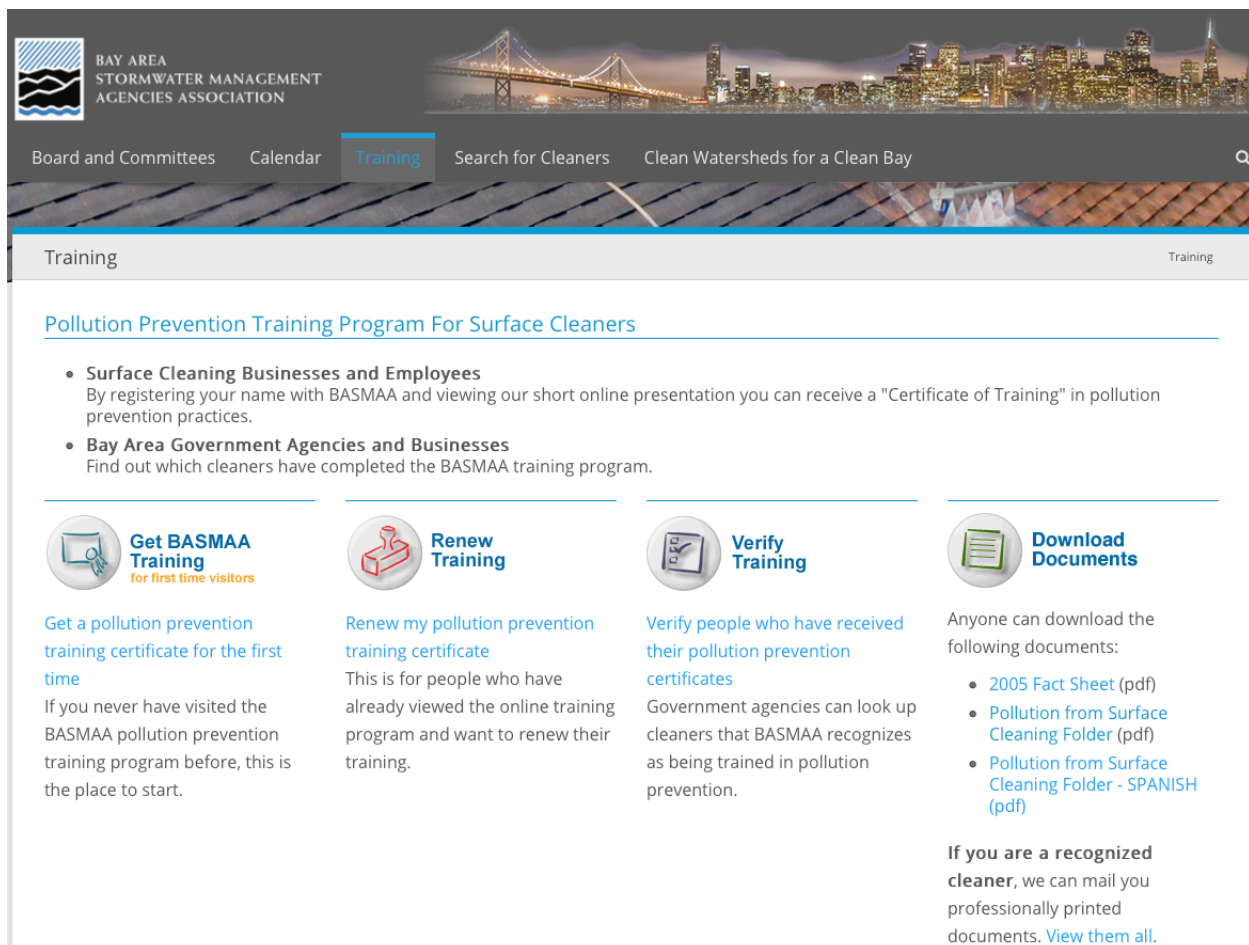
- Home Depot reported:
    - They increased their shelf space for less toxic products in their main product aisle by 20% over last year.
    - They merchandized most of these products together in one bay in the main pesticide/garden aisle.
    - Scott's Miracle Gro increased the sales of their less toxic pesticide product line Nature's Care in Home Depot by 30-92%.
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# Attachments

## Mobile Cleaner Training and Recognition Program



Updated Website (Home page)



Updated Website (Cleaner Training and Recognition Program page)

## Attachments

New *Our Water, Our World* graphic / display materials



Logo



Shelf tag



Literature rack header signage



Literature rack side panel signage

# Attachments

## New Our Water, Our World graphic / display materials (continued)

EFFECTIVE • ECO-FRIENDLY	LOOK FOR THESE LESS-TOXIC PRODUCTS			
 <p style="font-size: 24pt; font-weight: bold; color: white;">Manage Pests in Your Home and Garden</p> <p style="color: white; font-size: 12pt;">www.ourwaterourworld.org</p>	<p><b>Ants</b></p> <p>Amdro Kills Ants (bait stations) Bonide Boric Acid Roach Powder Caulk (for entry points) Ecologic Ant and Roach Killer EcoSmart Ant and Roach Killer Orange Guard Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth Terro Ant Killer II Liquid Ant Baits</p> <p><b>Aphids and Whiteflies</b></p> <p>Biocare Aphid &amp; Whitefly Traps Bonide All Seasons Horticultural and Dormant Spray Oil Bug Blaster (spray nozzle to hose off bugs) Dr. Earth Final Stop insecticides Horticultural oils (Bonide, Monterey, Summit) Insecticidal Soaps (such as Bayer Advanced Natria, Bonide, Garden Safe, Safer Brand) Ladybugs and lacewings Neem Oil (such as Bayer Advanced Natria, Bonide, Monterey) Safer Brand Yard and Garden Insect Killer</p>	<p><b>Fleas</b></p> <p>Beneficial nematodes (<i>Steinernema carpocapsae</i>) Flea Traps (Biocare, Enforcer, Victor) Ecology Works Dustmite and Flea Control Insecticidal Soaps (such as Bayer Advanced Natria, Bonide, Garden Safe, Miracle-Gro Nature's Care, Safer Brand; apply outdoors where pets lie) Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth St. Gabriel Organics Insect Dust Diatomaceous Earth</p> <p><b>Gophers and Moles</b></p> <p>Bonide Mole Max Mole and Gopher Repellent Digger's Root Guard Gopher Baskets Gopher Scram Gopher traps Uncle Ian's Mole &amp; Gopher, Deer, Rabbit &amp; Squirrel Repellent</p>	<p><b>Mites</b></p> <p>AzaMax Azatrol Bonide All Seasons Horticultural and Dormant Spray Oil Bonide Captain Jack's Deadbug Brew Bonide Mite-X Dr. Earth Final Stop insecticides Insecticidal Soaps (such as Bayer Advanced Natria, Bonide, Garden Safe, Miracle-Gro Nature's Care, Safer Brand) Monterey 70% Neem Oil Monterey Horticultural Oil Miracle-Gro Nature's Care 3-in-1 Insect Disease and Mite Control</p> <p><b>Mosquitoes</b></p> <p>Bonide Mosquito Beater WSP (Plunks) with Bti Summit Mosquito Bits Summit Mosquito Dunks</p>	<p><b>Cockroaches</b></p> <p>Black Flag Roach Motel Bonide Boric Acid Roach Powder Caulk (for entry points) Combat Source Kill S bait station Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth St. Gabriel Organics Insect Dust Diatomaceous Earth</p> <p><b>Snails and Slugs</b></p> <p>Bayer Advanced Natria Snail and Slug Killer Bait Bonide Slug Magic Corry's Slug and Snail Copper Tape Barrier Monterey Sluggo</p> <p><b>Yellowjackets</b></p> <p>Rescue W-H-Y Spray for Wasp, Hornet &amp; Yellowjacket Nests Rescue W-H-Y Traps Rescue Yellowjacket Traps JT-1 Victor Yellowjacket Traps</p>
<small>Adapted from the original developed by Marin County Stormwater Pollution Prevention Program (MCSOPPPP), San Rafael CA, with assistance from Ann Joseph Consulting.</small> <small>© Copyright 2016 Bay Area Stormwater Management Agencies Assn.</small>				

MANAGE PESTS WITH EFFECTIVE, ECO-FRIENDLY PRODUCTS!	PLANTS THAT ATTRACT HELPFUL INSECTS AND BUTTERFLIES	LESS TOXIC ACTIVE INGREDIENTS	MORE INFORMATION																																		
<p>When you water your lawn or garden after using pesticides or fertilizer, polluted water can run off into storm drains and on to local creeks, lakes, bays, or the ocean. But—there are plenty of ways to keep pests away that don't pollute, like using the less-toxic products you'll find in this guide!</p> <p><b>Our Water Our World</b> is a partnership between home and garden centers and local government agencies working together to reduce water pollution caused by pesticides. Look for <b>Our Water Our World</b> fact sheets on the literature stand in your local store.</p>	<p>Aster (<i>Aster spp.</i>) Baby blue eyes (<i>Nemophila menziesii</i>) Calendula (<i>Calendula spp.</i>) California poppy (<i>Eschscholzia californica</i>) California wild lilac (<i>Geanothus spp.</i>) Chervil (<i>Anthriscus cerefolium</i>) Chrysanthemum (<i>Chrysanthemum spp.</i>) Coriander (<i>Coriander sativum</i>) Cosmos (<i>Cosmos spp.</i>) Coyote brush (<i>Baccharis pilularis</i>) Dill (<i>Anethum graveolens</i>) Elderberry (<i>Sambucus spp.</i>) Fleabane (<i>Erigeron spp.</i>) Pincushion flower (<i>Scabiosa columbiana</i>) Rosemary (<i>Rosmarinus officinalis</i>) Rudbeckia (<i>Rudbeckia spp.</i>) Sticky monkey flower (<i>Mimulus aurantiacus</i>) Sunflower (<i>Helianthus spp.</i>) Sweet alyssum (<i>Lobularia maritima</i>) Wild buckwheat (<i>Eriogonum spp.</i>) Yarrow (<i>Achillea millefolium</i>) Zinnia (<i>Zinnia spp.</i>)</p>	<p>Active ingredients are listed on the front of the product. For a more complete list, go to <a href="http://www.ourwaterourworld.org">www.ourwaterourworld.org</a>.</p> <table border="0"> <tr> <td>Abamectin</td> <td>Clarified hydrophobic extract of neem oil</td> </tr> <tr> <td>Ammoniated soaps of fatty acids</td> <td>Iron phosphate</td> </tr> <tr> <td>Azadirachtin</td> <td>Lemon eucalyptus oil</td> </tr> <tr> <td>Bacillus subtilis</td> <td>Methoprene</td> </tr> <tr> <td>Bacillus thuringiensis israelensis</td> <td>Orthoboric acid</td> </tr> <tr> <td>Borax and boric acid</td> <td>Paraffinic oil</td> </tr> <tr> <td>Canola oil</td> <td>Petroleum oil</td> </tr> <tr> <td>Castor oil</td> <td>Picardin</td> </tr> <tr> <td>Citric acid</td> <td>Potassium bicarbonate</td> </tr> <tr> <td>Clove oil</td> <td>Potassium soap (or salts) of fatty acids</td> </tr> <tr> <td>Corn gluten</td> <td>Pyrethrins</td> </tr> <tr> <td>Cottonseed oil</td> <td>Rosemary oil</td> </tr> <tr> <td>D-Limonene</td> <td>Sesame oil</td> </tr> <tr> <td>Diatomaceous earth</td> <td>Sodium tetraborate dehydrate</td> </tr> <tr> <td>Eugenol</td> <td>Soybean oil</td> </tr> <tr> <td>Hydramethylnon (ONLY use in containerized bait or gel form)</td> <td>Spinosad</td> </tr> <tr> <td></td> <td>Thyme oil</td> </tr> </table>	Abamectin	Clarified hydrophobic extract of neem oil	Ammoniated soaps of fatty acids	Iron phosphate	Azadirachtin	Lemon eucalyptus oil	Bacillus subtilis	Methoprene	Bacillus thuringiensis israelensis	Orthoboric acid	Borax and boric acid	Paraffinic oil	Canola oil	Petroleum oil	Castor oil	Picardin	Citric acid	Potassium bicarbonate	Clove oil	Potassium soap (or salts) of fatty acids	Corn gluten	Pyrethrins	Cottonseed oil	Rosemary oil	D-Limonene	Sesame oil	Diatomaceous earth	Sodium tetraborate dehydrate	Eugenol	Soybean oil	Hydramethylnon (ONLY use in containerized bait or gel form)	Spinosad		Thyme oil	<p>Visit <a href="http://www.ourwaterourworld.org">www.ourwaterourworld.org</a> for more information, including:</p> <ul style="list-style-type: none"> <li>• Common pests and ways to manage them without using toxic products</li> <li>• Photos and information about helpful bugs that eat pests, and the plants that attract them</li> </ul> <p>Learn more about less-toxic pest control:</p> <ul style="list-style-type: none"> <li>• To see photos and learn more about helpful insects, visit the Natural Enemies Gallery at the UC IPM website at <a href="http://www.ipm.ucdavis.edu/PMG/NE/index.html">www.ipm.ucdavis.edu/PMG/NE/index.html</a></li> <li>• Contact your local Agricultural Extension Office for help identifying and managing pests.</li> </ul>
Abamectin	Clarified hydrophobic extract of neem oil																																				
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<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p style="font-weight: bold;">Product Name</p> <p style="font-weight: bold; color: green;">Eco-friendly Less-toxic Product!</p> </div>  </div>																																					

Product Guide – Generic (above) and Home Depot versions (below)

EFFECTIVE • ECO-FRIENDLY	LOOK FOR THESE LESS-TOXIC PRODUCTS			
 <p style="font-size: 24pt; font-weight: bold; color: white;">Manage Pests in Your Home and Garden</p> <p style="color: white; font-size: 12pt;">www.ourwaterourworld.org</p>	<p><b>Ants</b></p> <p>Amdro Kills Ants (bait stations) Caulk (for entry points) Dr. Earth Pest Control Killer Spray Ecologic Ant and Roach Killer Ecologic Home Insect Control Raid Ant Bait III Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth Terro Ant Killer II Liquid Ant Baits Time Out for Roaches and Ants</p> <p><b>Aphids and Whiteflies</b></p> <p>Bonide All Seasons Horticultural and Dormant Spray Oil Bonide Rose RX 3-in-1 Dr. Earth Final Stop Vegetable Garden Insect Ladybugs (order from Home Depot online) Miracle-Gro Nature's Care Insecticidal Soap Miracle-Gro Nature's Care 3-in-1 Insect Disease and Mite Control Miracle-Gro Nature's Care Garden Insect Control Ortho Insect, Mite and Disease 3-in-1 Organic Labs Organocide 3-in-1 Garden Spray Southern Ag Triple Action Neem Oil</p>	<p><b>Fleas</b></p> <p>Beneficial nematodes (<i>Steinernema feltiae</i>, <i>Steinernema glaseri</i>) Ecologic Lawn and Yard Insect Killer Hot Shot Bed Bug and Flea Killer Powder Miracle-Gro Nature's Care Insecticidal Soap (apply outdoors where pets lie) Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth Victor Ultimate Flea Trap (monitoring tool)</p> <p><b>Gophers and Moles</b></p> <p>Bonide Mole Max Mole and Gopher Repellent Diggers Root Guard Gopher Baskets Gopher Traps Tomcat Mole &amp; Gopher Repellent Uncle Ian's Mole &amp; Gopher, Deer, Rabbit &amp; Squirrel Repellent</p>	<p><b>Mites</b></p> <p>Bonide All Seasons Horticultural and Dormant Spray Oil Bonide Citrus, Fruit &amp; Nut Orchard Spray Bonide Captain Jack's Deadbug Brew Bonide Rose RX 3-in-1 Dr. Earth Final Stop insecticides Miracle-Gro Nature's Care Insecticidal Soap Miracle-Gro Nature's Care 3-in-1 Insect, Disease and Mite Control Ortho Insect Killer Tree and Shrub Concentrate Ortho Insect, Mite &amp; Disease 3-in-1 Southern AG Triple Action Neem Oil</p> <p><b>Mosquitoes</b></p> <p>Summit Mosquito Dunks</p>	<p><b>Roaches</b></p> <p>Black Flag Roach Motel Ecologic Ant and Roach Killer Ecologic Home Insect Control Harris Famous Roach Tablets Hot Shot Max Attract Roach Killing Powder Safer Brand Ant and Crawling Insect Diatomaceous Earth Time Out for Roaches and Ants</p> <p><b>Snails and Slugs</b></p> <p>Miracle-Gro Nature's Care Slug and Snail Killer Monterey Sluggo</p> <p><b>Yellowjackets</b></p> <p>Rescue W-H-Y Trap for Wasps, Hornets, &amp; Yellowjackets Rescue W-H-Y Trap Attractant Rescue Yellowjacket Trap JT-1 Rescue Disposable Yellowjacket Trap Rescue Yellowjacket Trap Attractant</p>
<small>Adapted from the original developed by Marin County Stormwater Pollution Prevention Program (MCSOPPPP), San Rafael CA, with assistance from Ann Joseph Consulting.</small> <small>© Copyright 2016 Bay Area Stormwater Management Agencies Assn.</small>				

MANAGE PESTS WITH EFFECTIVE, ECO-FRIENDLY PRODUCTS!	PLANTS THAT ATTRACT HELPFUL INSECTS AND BUTTERFLIES	LESS TOXIC ACTIVE INGREDIENTS	MORE INFORMATION																																
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Look for this tag to find less-toxic products

# Attachments

## New Our Water, Our World graphic / display materials (continued)

EFFECTIVE • ECO-FRIENDLY		LOOK FOR THESE LESS-TOXIC PRODUCTS	
 <p><b>Less Toxic Products</b></p> <p>Orchard SUPPLY HARDWARE</p> <p><b>Manage Pests in Your Home and Garden</b></p> <p>www.ourwaterourworld.org</p>	<p><b>Ants</b></p> <p>Amdro Kills Ants (bait stations) Dr. Earth Final Stop Pest Control Killer Spray Bonide Boric Acid Roach Powder Caulk (for entry points) Orange Guard Safer Brand Ant and Roach Killer Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth Terro Ant Killer II Liquid Ant Baits</p> <p><b>Aphids and Whiteflies</b></p> <p>Biocare Aphid &amp; Whitefly Traps Bonide All Seasons Horticultural and Dormant Spray Oil Bonide Insecticidal Soap for Houseplants Bonide Mite-X Bonide Neem Oil Dr. Earth Final Stop Insecticides Ladybugs and lacewings Orchard Insecticidal Soap Orchard 3-in-1 Rose and Flower with Neem Oil Orchard 3-in-1 Tomato and Vegetable with Neem Oil Organic Labs Organocide 3-in-1 Garden Spray Safer Brand Insect Killing Soap</p>	<p><b>Fleas</b></p> <p>Beneficial nematodes (<i>Steinernema carpocapsae</i>) Biocare Flea Traps Dr. Earth Final Stop Yard and Garden Insect Killer Orchard Insect Killing Soap (apply outdoors where pets lie) Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth Safer Brand Insect Killing Soap (apply outdoors where pets lie)</p> <p><b>Gophers and Moles</b></p> <p>Bonide Mole Max Mole and Gopher Repellent Bonide Gopher Max Repellent Gonzo Gopher Shield (barrier net) Gopher Traps Tomcat Mole Trap</p>	<p><b>Mites</b></p> <p>Bayer Advanced Natria Insect, Disease and Mite Control Bonide All Seasons Horticultural and Dormant Spray Oil Bonide Captain Jack's Deadbug Brew Bonide Mite-X Bonide Sulfur Dr. Earth Final Stop Insecticides Orchard Insecticidal Soap Orchard Rose and Flower Insect Spray Safer Brand Insect Killing Soap</p> <p><b>Mosquitoes</b></p> <p>Bonide Mosquito Beater WSP (Plunks) with Bti</p> <p><b>Cockroaches</b></p> <p>Biocare Roach Trap Black Flag Roach Motel Bonide Boric Acid Roach Powder Safer Brand Ant and Roach Killer Safer Brand Ant and Crawling Insect Killer Diatomaceous Earth</p>
	<p><b>Snails and Slugs</b></p> <p>Bonide Bug and Slug Killer Corry's Slug and Snail Copper Tape Barrier Orchard Slug and Snail Killer (jug) Monterey Sluggo Monterey Sluggo Plus</p> <p><b>Yellowjackets</b></p> <p>Rescue Decorative Yellowjacket Traps Rescue Disposable Yellowjacket Trap Rescue W-H-Y Spray for Wasp, Hornet &amp; Yellowjacket Nests Rescue W-H-Y Traps for Wasps, Hornets &amp; Yellowjackets Rescue W-H-Y Trap Attractant Rescue Yellowjacket Traps Rescue Yellowjacket Trap Attractant</p>	<p><small>Adapted from the original developed by Marin County Stormwater Pollution Prevention Program (MCSOPPP), San Rafael CA, with assistance from Ann Joseph Consulting.</small></p> <p><small>© Copyright 2016 Bay Area Stormwater Management Agencies Assn.</small></p> <p><small>Products may vary by location.</small></p>	

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Product Guide (OSH)

# FREE! Take One!

EFFECTIVE • ECO-FRIENDLY	EFFECTIVE • ECO-FRIENDLY	EFFECTIVE • ECO-FRIENDLY	EFFECTIVE • ECO-FRIENDLY
 <p><b>Less Toxic Products</b></p>	 <p><b>Less Toxic Products</b></p>	 <p><b>Less Toxic Products</b></p>	 <p><b>Less Toxic Products</b></p>
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Product Guide dispenser (with Product Guides in pockets)

## Attachments

New *Our Water, Our World* graphic / display materials (continued)

FOR HEALTHY GARDENS, PEOPLE, AND PETS

**Find effective,  
eco-friendly products**

Look for this tag

Eco-friendly  
Less-toxic Product!

OUR WATER  
OUR WORLD

[www.OurWaterOurWorld.org](http://www.OurWaterOurWorld.org)

Aisle signage

**For information on:**

- Less-toxic pest management
- Employee trainings
- Product selection and sources
- Public workshops

---

**Ann Joseph**  
IPM Advocates Coordinator  
(707) 373-9611  
anniejoseph@ix.netcom.com

The *Our Water Our World* program promotes less toxic pest management and is a partnership with local water pollution prevention agencies.

OUR WATER  
OUR WORLD

**Healthy Gardening for  
People, Pets, and  
Our Environment!**

[www.OurWaterOurWorld.org](http://www.OurWaterOurWorld.org)

Helping retailers provide customers with  
less toxic pest management solutions

Business Cards (example)

## Attachments

### New Our Water, Our World graphic / display materials (continued)



CONTROL ANTS IN YOUR HOME WITH THESE ECO-FRIENDLY PRODUCTS	
Baits containing borates	Amdro Kills Ants Ant Killer (liquid ant bait), KM Ant Pro ant bait delivery system, Terro Ant Killer II Liquid Ant Bait Station (pre-filled bait stations)
Containerized baits containing hydramethylnon	Amdro Kills Ants Ant Killing Bait (bait stations), Combat Source Kill 4 Ant Bait Stations (use only in enclosed bait stations)
Desiccating dust containing diatomaceous earth (DE)	Concern Diatomaceous Earth Crawling Insect Killer, Safer Brand Ant and Crawling Insect Killer—Diatomaceous Earth, St. Gabriel Organics Diatomaceous Earth Insect Dust
Applicator for diatomaceous earth (DE)	Pest Pistol
Plant-based insecticides	EcoLogic Ant and Roach Killer, Ecosmart Ant and Roach Killer, Orange Guard
Hose attachment	Bug Blaster
Sticky barrier	Stikem Special pest glue, Tree Tanglefoot Insect Barrier

Argentine ants are frequent invaders in California homes. They are tiny (1/8 inch). They come inside a few at a time at first (the scouts), and then in long lines, following scent trails to a food source.

#### **A QUICK FIX FOR AN ANT EMERGENCY**

If you deal with ants when they first come inside, a few simple steps can take care of the problem.

1. Find what ants are after (usually leftover food) and where they are entering the room (usually through a crack in the wall). Mark the spot so you can find it again. If you can't find an entry point, see Step 4.
2. Spray lines of ants with soapy water and wipe up with a sponge, and clean up any food or spills.
3. Next, block entry points temporarily with a smear of petroleum jelly or a piece of tape.
4. If you can't find an entry point, clean up the ants (Step 2). Place a bait station in an out-of-the-way spot on the line the ants have been following. Remember to remove the bait station when the line of ants has disappeared so you don't attract more ants into the house. (See *Tips for Using Ant Baits*.)

While they can be pests, ants are helpful creatures, especially outside. Ants kill and eat many pest insects, help to aerate soil, and recycle animal and vegetable material. This is good news, because it's probably not possible to eliminate ants from their outdoor habitat. The best way to manage an ant invasion is to keep them outside.

#### **KEEP ANTS AWAY**

- Store food in the refrigerator, or in containers that seal tightly.
- Keep things clean and dry, and fix leaking faucets and pipes (ants come in to find water as well as food).



Choose eco-friendly products for your home and garden. Look for this symbol before you buy.

Fact sheets – Ants (example front)

## Attachments

### New Our Water, Our World graphic / display materials (continued)

- Weather-strip doors and windows.
- Put pet dishes in a soapy moat—partially fill a wide, shallow container with soapy water and place pet bowls in the water.
- Use silicone caulk to permanently close holes in walls, cracks along moldings and baseboards, and gaps around pipes and ducts to keep ants outside.
- Use a hand duster, such as Pest Pistol, to apply desiccating dust such as diatomaceous earth (DE) in wall openings and cracks before sealing. DE kills insects by absorbing their outer waxy coating, causing dehydration and death. It has little toxicity to humans or pets but inhaling it can cause respiratory problems, so wear a dust mask and goggles when applying. Be sure to buy food-grade DE, not DE for pool filters.



### OUTDOORS

- Follow indoor ant trails back to the spot where ants come in from outside, and place enclosed bait stations there.
- Caulk cracks where ants are entering the house.
- Ants are attracted to the sweet, sticky honeydew made by aphids, whiteflies, and scale insects. Use sticky barriers around the trunk of a tree or bush to keep ants away while you deal with the source of the honeydew. Prune any branches that touch walls, fences, or the ground so ants cannot get around the barrier.



### ANTS IN YOUR PLANTS?

If ants are nesting in a potted houseplant, move it outdoors. Water it thoroughly and place the pot in a bucket filled with water that comes an inch below the rim of the pot. Use a stick to make a bridge for ants to get out of the pot and the bucket without getting in the water. The ants will soon begin carrying their white-colored young to safety. When no more ants emerge, drain the pot and return it to the house.

### TIPS FOR USING ANT BAITS

Baits use a minimum of insecticide and confine it to a very small area. Ants carry small quantities of bait back to the nest to share, which can reduce the local ant population.

- Use baits with active ingredients borate or hydramethylnon. Bait stations with hydramethylnon should be enclosed.
- Argentine ants change their food preferences frequently. If one bait is not working, try another type. Wait at least a day to see if ants take the bait.
- Do not spray insecticide around the bait; it will repel the ants.
- Baits may take several weeks to kill the ants. At first you may see more ants coming to the bait, but after a few days to a week you should see many fewer ants.
- When ants are gone, remove the bait so you don't attract more ants. Return enclosed bait stations to the original box to save and use again. Put the box inside a plastic bag, seal it with a twist-tie, and store away from children and pets.



[WWW.OURWATEROURWORLD.ORG](http://WWW.OURWATEROURWORLD.ORG)

Common home and garden pesticides are found in stormwater runoff, treated wastewater, and in local waterways, sometimes at levels that can harm sensitive aquatic life. **Our Water Our World** is a joint effort by water pollution prevention agencies, participating retail stores, and pesticide distributors and manufacturers—working together to reduce the risks associated with pesticide use.

**Our Water Our World** fact sheets and store displays educate residents about less-toxic pest management. For the rest of the series of fact sheets, visit [www.OurWaterOurWorld.org](http://www.OurWaterOurWorld.org). Look for the **Less Toxic • Eco-friendly** tag next to less-toxic products in participating stores and nurseries. See the *Pesticides and Water Pollution* fact sheet for information on active ingredients in common pesticides that may cause water quality problems.

Pest control strategies and methods described in this publication are consistent with integrated pest management (IPM) concepts, and are based on scientific studies and tests in actual home and garden settings. Use suggested products according to label directions and dispose of unwanted or leftover pesticides at a household hazardous waste collection facility or event. For more information on pesticide disposal, visit [www.earth911.com](http://www.earth911.com). No endorsement of specific brand name products is intended, nor is criticism implied of similar products that are not mentioned.

For more information, contact:

Bio-Integral Resource Center (BIRC), 510.524.2567, [www.birc.org](http://www.birc.org)  
University of California Cooperative Extension Master Gardeners in your area  
University of California IPM website, [www.ipm.ucdavis.edu](http://www.ipm.ucdavis.edu)

Paper content: 25% post-consumer waste, 50% recycled content. Printed with soy-based ink.

March 2016

Fact sheets – Ants (example back)



## Attachments

### Photos from trade shows



Presentation to attendees



Trade show booth


## Attachments

### Copy of Our Water, Our World advertisement

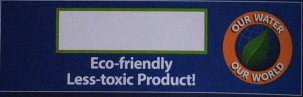
FOR HEALTHY GARDENS, PEOPLE, AND PETS

# Find effective, eco-friendly pest control products

Look for this symbol on coupons to find participating home and garden centers!




Look for this tag in the store before you buy!



[www.OurWaterOurWorld.org](http://www.OurWaterOurWorld.org)

# Chinook Book

Everything we ♥ about the Bay Area



437 COUPONS from Sustainable Local Merchants

\$20

2016 Edition

9 781833 650555

# Save Our Water

We are in a historic drought; 2014 was the driest year on record for many parts of California. Here are a few ways you can help conserve our limited water supply from **Save our Water**. Visit [saveourwater.com](http://saveourwater.com) to learn more.

- **Collect the water you use** while rinsing fruit and vegetables. Use it to water house plants.
- **Use the garbage disposal sparingly**. Instead, compost vegetable food waste and save gallons every time.
- **Install aerators** on the kitchen faucet to reduce flows to less than one gallon per minute.
- **Take five-minute showers** instead of ten-minute showers. Save: 12.5 gallons with a low flow showerhead and 25 gallons with a standard 5 gallon/minute showerhead.
- **Use the washing machine for full loads only** to save water and energy. Install a water-efficient clothes washer. Save: 16 gallons/load.
- **Wash cars and boats with a bucket**, sponge and hose with self-closing nozzle. Save: 8-18 gallons/minute.
- **Turn off the water while washing your hair**. Save: up to 150 gallons/month.
- **Choose a water-efficient irrigation system** such as drip irrigation for your trees, shrubs and flowers. Remember to turn it off when it rains. Save: 15 gallons each time you water.
- **Plant drought-resistant trees and plants**. Save: 30-60 gallons each time you water 1,000 sq. ft.
- **Water early in the morning** or later in the evening when temperatures are cooler. Save: 25 gallons each time you water.

## Chinook Book

HOME & GARDEN

What we ♥



Green tips from **Shaun Beall**, Vice President and California Market Director

**Put a layer of mulch around trees and plants** to reduce evaporation and keep the soil cool. Organic mulch also improves the soil and prevents weeds. You'll save 20-30 gallons each time you water 1,000 sq. ft.



# Find effective, eco-friendly pest control products



Look for this symbol on coupons to find participating home and garden centers

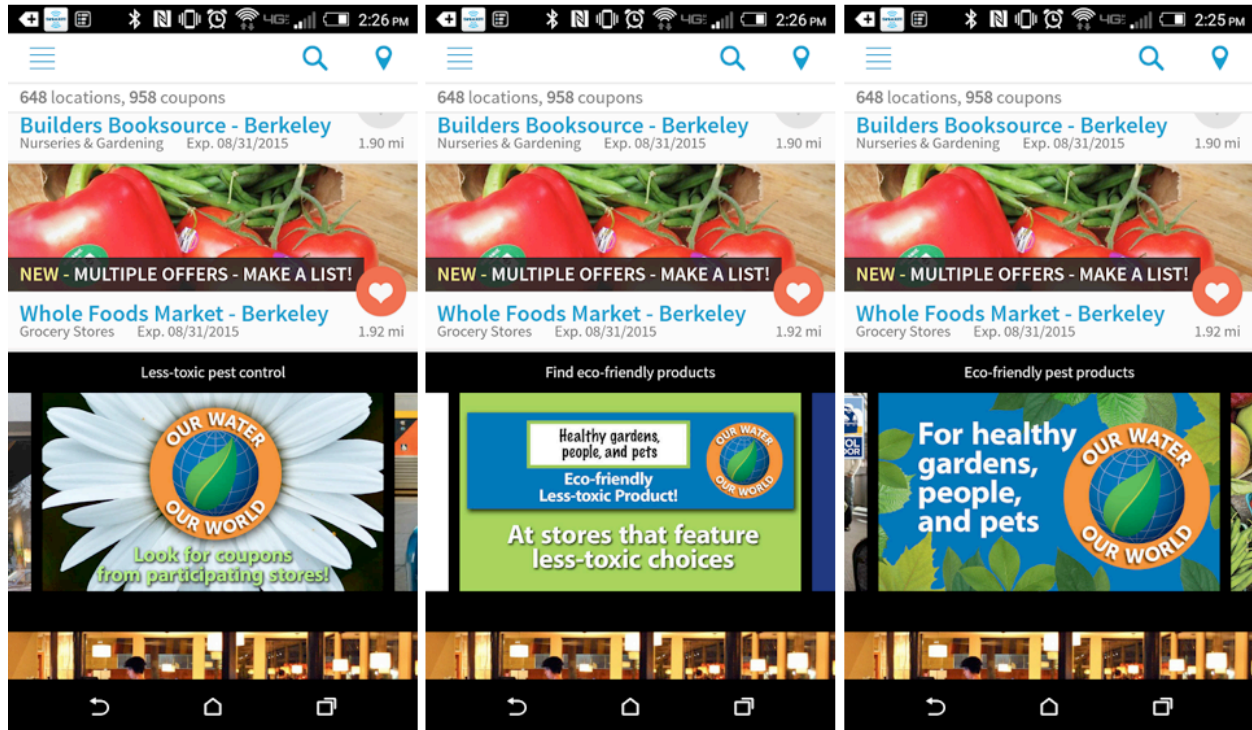
[OurWaterOurWorld.org](http://OurWaterOurWorld.org)

245

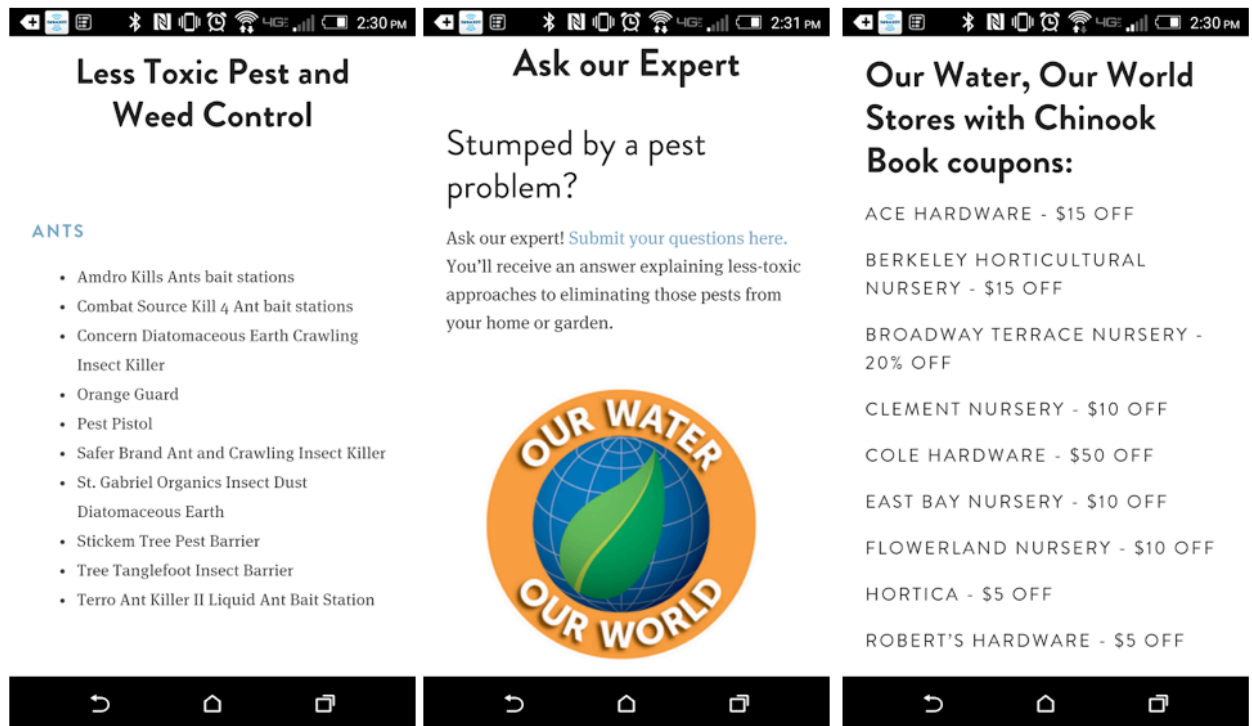
# Attachments

## Screen shots of Mobile Inline Content in the Chinook Book App

### Inline Ads:



### Article Content (all these pages are linked together, but only showed the top content of each page here)



# Attachments



www.chinookbiz.com

## Find Less Toxic Products

Look for this shelf tag before you buy:



648 locations, 958 coupons

**Builders Booksource - Berkeley**  
Nurseries & Gardening Exp. 08/31/2015 1.90 mi



**Whole Foods Market - Berkeley**  
Grocery Stores Exp. 08/31/2015 1.92 mi

Too many aphids?



## Attachments



# About Our Water Our World



Our Water Our World is a publicly supported program that educates California residents

