

# **Annual Reporting for FY 2022-2023**

## **Regional Supplement for Training and Outreach**

### **San Francisco Bay Area Small MS4 Permit Implementation**

#### **Bay Area Municipal Stormwater Collaborative (BAMSC) Phase II Subcommittee**

**B A M S C**



September 2023

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**List of Attachments**

*Our Water, Our World Program*

- Our Water Our World Annual Summary Report (CASQA)  
- Including: Home Depot Letter of Support

## 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, now the Bay Area Municipal Stormwater Collaborative (BAMSC) and the California Stormwater Quality Association (CASQA) 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; and
- 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/BAMSC and CASQA 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 or statewide implemented activities are conducted under the auspices of BASMAA, now BAMSC<sup>1</sup> or through CASQA. Most of the 2022-2023 annual reporting requirements of the specific Permit provisions covered in this report are completely met by regional or statewide projects and programs, except where otherwise noted herein or by Permittees in their reports.

## Training

### 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; and
- 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.

## Public Information and Outreach

### BayWise Website

This project addresses the following Phase II Permit provisions:

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<sup>1</sup> In late FY 20-21, BASMAA dissolved as a formal non-profit organization and its members continued to meet as an informal organization under the name Bay Area Municipal Stormwater Coalition (BAMSC). Phase II BAMSC members jointly prepared this Regional Supplement for FY 22-23.

- 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; and
- 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](https://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 (<https://baywise.org/about/>).

## **Pesticides Toxicity Control**

### ***Our Water, Our World Program***

The *Our Water, Our World* program: addresses 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); and
- 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).
- BAMSC permittees that are subscribers to the California Stormwater Quality Association (CASQA) OWOW Program support the statewide activities like product lists, fact sheet updates, OWOW website and the development of an IPM advocate training program (See the attached *Our Water Our World Annual Summary Report* from the California Stormwater Quality Association (CASQA) for details of the annual program accomplishments.

## **Attachments**

### **Outreach Program Summary**

Our Water Our World Annual Summary Report



# Our Water Our World



Annual Report

California Stormwater Quality Association



CALIFORNIA STORMWATER  
QUALITY ASSOCIATION®

August 2023

## Preface

The California Stormwater Quality Association (CASQA) is a nonprofit corporation that advances sustainable stormwater management protective of California water resources. With approximately 2,000 members, CASQA's membership is comprised of a diverse range of stormwater quality management organizations and individuals, including cities, counties, special districts, federal agencies, state agencies, ports, universities and school districts, wastewater agencies, water suppliers, industries, and consulting firms throughout the state. Collectively, CASQA represents over 36 million people in California.

This report provides CASQA's members with focused information on its efforts to raise awareness about the connection between pesticide use and water quality through the Our Water, Our World program (OWOW). The goal of Our Water, Our World is to support a statewide integrated pest management (IPM) outreach program that provides direct to consumer information on less-toxic IPM practices.

By focusing on true source control and public outreach, OWOW advances Principles 1 and 3 of [CASQA's Vision for Sustainable Stormwater Management](#).<sup>1</sup>

## Acknowledgements

Our Water, Our World is funded by CASQA, the organizations implementing the OWOW program (see Table 1 in Section 2 of this report) and is sponsored by the Bay Area Clean Water Association (BACWA). This report was prepared by CASQA with support from Suzanne Bontempo.

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<sup>1</sup> [https://www.casqa.org/sites/default/files/downloads/final - vision for sustainable stormwater management - 10-07-2020.pdf](https://www.casqa.org/sites/default/files/downloads/final_-_vision_for_sustainable_stormwater_management_-_10-07-2020.pdf)

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## Section 1. Introduction

Our Water, Our World (OWOW) is an award-winning partnership between municipal agencies and garden centers and hardware stores that sell pest control products. Initiated in 1998, the program focuses on less-toxic, eco-friendly products and techniques as many common pesticides are harmful to sensitive species and ecosystems when they reach local creeks, bays, and the ocean.

OWOW started as a pilot project in 1998, in just a handful of stores, initiated by the Central Contra Costa County Sanitation District, the City of Palo Alto Regional Water Quality Control Plant, and the Marin Countywide Stormwater Pollution Prevention Program. The program quickly grew and was administered by the former Bay Area Stormwater Management Agencies Association from 1999 – 2021. During that time, over 130 agencies in 16 counties implemented the program, working in approximately 239 stores. Starting in January 2022, the program was transferred to CASQA, with the goal of providing statewide access to this important and successful outreach program.

From a stormwater management perspective, OWOW is an excellent opportunity and cost-efficient way to educate the public and reduce toxicity in waterways from current use pesticides. Several municipalities utilize OWOW to meet permit requirements, including the San Francisco Bay Area Municipal Regional Permit<sup>2</sup>, the Central Valley Region-wide MS4<sup>3</sup>, and the Phase II – Small MS4 General Permit<sup>4</sup>.

This report provides a summary of the OWOW program activities implemented between July 2022 and June 2023.

## Section 2. Program Elements

The OWOW program consists of several elements, which are integral to its effectiveness.

### 2.1 INTEGRATED PEST MANAGEMENT (IPM) ADVOCATES

IPM Advocates are individuals who have been trained on how to engage with retailers and the public. They provide local implementation of the program on behalf of participating agencies. Local implementation generally consists of coordinating with participating retailers to provide in-store displays, shelf tags, in-store presentations and training, and advice to customers about pest management methods that are healthier for people and the environment. Additionally, IPM Advocates receive annual continuing education and training.

### 2.2 EDUCATIONAL MATERIALS

In the store, consumers are directed to less-toxic products and techniques through:

- Fact sheet displays near pest products to educate the public on a wide range of pest management topics.
- Shelf tags to guide customers to less-toxic products.
- Display posters with QR codes linking directly to the [OWOW website](#) and fact sheets.

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<sup>2</sup> Municipal Regional NPDES Permit and Waste Discharge Requirements General Permit for Discharges from Municipal Separate Storm Sewer Systems (MS4), California Regional Water Quality Control Board – San Francisco Bay Region, 2022. Water Quality (WQ) Order R2-2022-0018-DWQ, NPDES NO. CAS612008, CA.

<sup>3</sup> Municipal Regional NPDES Permit and Waste Discharge Requirements General Permit for Discharges from Municipal Separate Storm Sewer Systems (MS4), California Regional Water Quality Control Board – Central Valley, 2016. Water Quality (WQ) Order R5-2016-0040-DWQ, NPDES NO. CAS0085324, CA.

<sup>4</sup> NPDES Permit for Waste Discharge Requirements for Discharges from Small MS4, California State Resources Control Board, 2013. WQ Order 2013-0001-DWQ, NPDES No. CAS000004, CA.

On the OWOW website, consumers can view the following:

- All 18 fact sheets.
- Stores participating in the OWOW program.
- Lists of less-toxic products and active ingredients.

### **2.3 TRADE SHOWS**

OWOW representatives provide exhibits annually at trade shows to educate store buyers on less-toxic products. Participation in these events helps ensure stores carry less-toxic products.

## **Section 3: Partnerships**

The program is administered by CASQA, implemented by local cities and counties, with IPM Advocates and University of California Statewide IPM Program (UC IPM) serving as collaborative partners, as shown in Figure 1.

CASQA manages and provides the central services necessary to operate and maintain Our Water, Our World, including the development of the in-store education materials (e.g., less-toxic product lists, label files, and active ingredient lists), creation and updates of outreach materials, operation and updates to the OWOW website, vendor (i.e., retail partners and pesticide distributors) outreach, preparation of an annual report, fulfillment of outreach materials orders, and program management and development.

IPM Advocates are trained individuals that support local implementation of the OWOW program. They provide retail stores, nurseries, hardware stores, and garden centers direct to consumer information on integrated pest management tools, products, and practices. IPM Advocates are the link between the municipalities and the retailers where they reach consumers. Suzanne Bontempo was contracted by CASQA to coordinate the IPM Advocates to keep continuity within the program, hold regular meetings to communicate updates on new pests and new pest management techniques, and maintain the outreach material. The active IPM Advocates include Suzanne Bontempo, Debi Tidd, Julie Barbour, Lorenzo Levinger, Charlotte Canner, Maris Sidenstacker, and Lisa Ratusz.

The UC IPM Program provides research and expertise on IPM practices promoted throughout the state and maintains a website of less-toxic IPM for nearly 1000 home, garden, landscape, and turf pests. Karey Windbiel-Rojas, Staff Director for Urban and Community IPM, UC IPM Program has been involved with the IPM Advocate program since its inception and continues to assist with advocate training, technical resources on pest management practices, and as a liaison with UC resources.

Municipal agencies subscribe to OWOW through CASQA and implement the OWOW program in their local retail stores by contracting with IPM Advocates, using municipal staff or other contractors. Implementation may occur by a single agency at stores within their jurisdiction or organized at a regional scale, where agencies combine resources to implement the OWOW program at select stores used by multiple jurisdictions. In addition, municipal agencies conduct outreach to inform residents about the OWOW program. Table 1 provides the list of agencies implementing OWOW as of June 30, 2023. Bay Area Clean Water Agencies (BACWA) continue to support the OWOW program as a sponsor.

## PROGRAMMATIC ROLES AND RESPONSIBILITIES

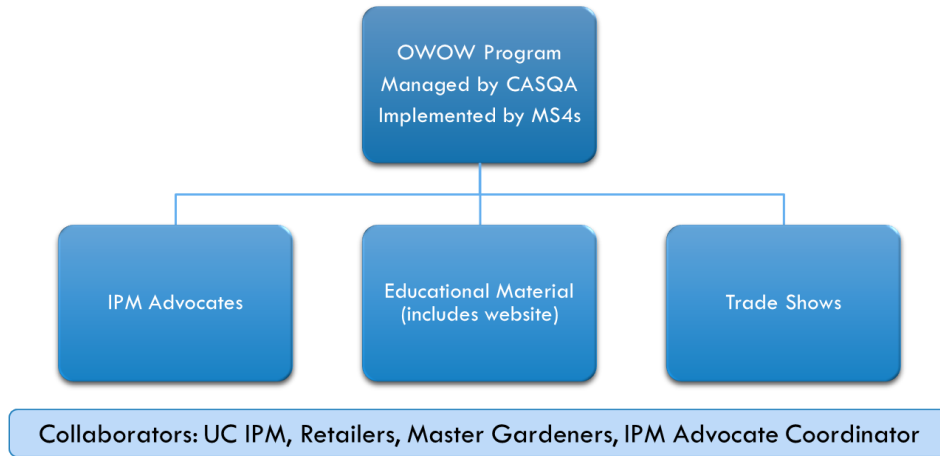


Figure 1. OWOW Program Roles and Responsibilities

## Table 1. Agencies Implementing OWOW

<b>Bay Area</b>	
Alameda County	City of Fremont
Alameda County Flood Control & Water Conservation District	City of Half Moon Bay
Alameda County Public Works Agency	City of Hayward
City of Alameda	City of Healdsburg
City of Albany	City of Hercules
City of American Canyon	City of Lafayette
City of Antioch	City of Larkspur
City of Belmont	City of Livermore
City of Belvedere	City of Los Altos
City of Berkeley	City of Martinez
City of Brentwood	City of Menlo Park
City of Brisbane	City of Mill Valley
City of Burlingame	City of Millbrae
City of Calistoga	City of Milpitas
City of Campbell	City of Monte Sereno
City of Clayton	City of Mountain View
City of Cloverdale	City of Napa
City of Concord	City of Newark
City of Cotati	City of Novato
City of Cupertino	City of Oakland
City of Daly City	City of Oakley
City of Dublin	City of Orinda
City of East Palo Alto	City of Pacifica
City of El Cerrito	City of Palo Alto
City of Emeryville	City of Piedmont
City of Foster City	City of Pinole
	City of Pittsburg

**Bay Area (Con't)**

City of Pleasant Hill	County of Santa Clara
City of Pleasanton	Marin Countywide Stormwater Pollution Prevention Program
City of Redwood City	Mendocino County
City of Richmond	Napa Countywide Stormwater Pollution Prevention Program
City of Rohnert Park	San Mateo Countywide Water Pollution Prevention Program
City of San Bruno	Sonoma County
City of San Carlos	Sonoma County Water Agency
City of San Jose	Town of Atherton
City of San Leandro	Town of Colma
City of San Mateo	Town of Corte Madera
City of San Pablo	Town of Danville
City of San Rafael	Town of Fairfax
City of San Ramon	Town of Hillsborough
City of Santa Clara	Town of Los Altos Hills
City of Santa Rosa	Town of Portola Valley
City of Saratoga	Town of Ross
City of Sausalito	Town of San Anselmo
City of Sebastopol	Town of Tiburon
City of South San Francisco	Town of Windsor
City of St. Helena	Town of Woodside
City of Sunnyvale	Town of Yountville
City of Ukiah	Union City
City of Walnut Creek	Vallejo Flood and Wastewater District
Contra Costa Clean Water Program	Valley Water (Santa Clara Valley Water District)
Contra Costa County	Zone 7 Water Agency
County of Alameda	
County of Marin	
County of Napa	
County of San Mateo	



**Central Valley**

Butte County  
City of Ceres  
City of Davis  
City of Dixon  
City of Escalon  
City of Lathrop  
City of Lincoln  
City of Lodi  
City of Manteca  
City of Newman  
City of Patterson  
City of Ripon  
City of Riverbank  
City of Roseville  
City of Sacramento  
City of Stockton  
City of Tracy  
City of Turlock  
City of West Sacramento  
City of Woodland  
City of Yuba City  
County of Sacramento  
County of San Joaquin  
El Dorado County  
Fresno Metropolitan Flood Control District  
Sacramento Stormwater Quality Partnership

Mountain House Community Service District

San Joaquin County  
Stanislaus County  
Yuba City

**Central Coast**

City Buellton  
City of Carmel-by-the Sea  
City of Carpinteria  
City of Del Rey Oaks  
City of Goleta  
City of Monterey  
City of Pacific Grove  
City of Sand City  
City of Santa Maria  
City of Seaside  
City of Solvang  
County of Monterey  
Santa Barbara County

**Southern California**

City of Santa Clarita

**Sponsor**

Bay Area Clean Water Agencies (BACWA)

## Section 4. Annual Program Implementation

The following OWOW outreach services were conducted between July 2022 and June 2023.

### 4.1 IPM ADVOCATES

After training by the University of California IPM Program, IPM Advocates are contracted by local municipalities and then assigned to stores, where they pass on their knowledge to staff and hold educational events for customers. Excellent relationships between the IPM Advocates and store management and staff are key to the successful promotion of less-toxic, eco-friendly projects.

#### IPM Coordination

Ms. Bontempo held regular IPM Advocate coordination meetings to communicate updates on new pests and new pest management techniques.

### 4.2 EDUCATIONAL OUTREACH MATERIALS

Educational materials include fact sheets for specific pests, gardening and pesticide applications, shelf tags to identify eco-friendly products in stores, and the OWOW website that makes the material accessible to the public. Examples of OWOW outreach materials are provided in Appendix A.

#### Fact Sheets

There are 18 OWOW fact sheets available, including four (4) available in Spanish. Starting in January 2022, posters with trackable QR codes were made available in the pesticides aisle to encourage consumers to digitally access the OWOW fact sheets. The trackable QR codes record which fact sheets are viewed by consumers in retail stores. According to the data from the QR code posters, between July 2022 and June 2023, the three most viewed fact sheets were 'Ants,' 'Rats and Mice,' and 'Moles, Voles, and Gophers.' Table 2 presents a summary of QR code scans for each fact sheet. Additionally, Figure 2 shows the frequency of QR code scans per month for the reporting period.

#### Website

The [OWOW website](#) provides public access to the fact sheets, the less-toxic product list, and the Store Finder, which is an interactive map to search for participating stores. Updates to the [Store Finder](#) are made on a quarterly basis. During the 2022 – 2023 reporting year, 39 stores were added to the OWOW program and made available on the Store Finder.

#### Store-based Product Lists

The store-based product lists provide the current lists of the eco-friendly products that Home Depot and Ace Hardware stores sell each year. IPM Advocates use the store-based product lists to identify the eco-friendly products on store shelves using labels or “shelf talkers/tags.” Each year, the product lists are reviewed, and updates are made as needed in consultation with subject matter experts. Appendix B provides the product lists for 2023.

Table 2. QR Code Scans by OWOW Product from July 2022 to June 2023

OWOW Product	QR Code Scans
OWOW Website	145
Ants	268
Aphids	152
Bed Bugs	73
Cockroaches	161
Fleas	143
Healthy Gardens	72
Hiring a Pest Company	13
Lawns	20
Moles Voles Gophers	263
Mosquitoes	140
Pesticide Use & Disposal	24
Pesticides & Water Quality	11
Rats & Mice	213
Roses	106
Snails & Slugs	118
Spiders	89
Weeds	59
Yellowjackets	54
Spanish Fact Sheets	30
<b>Total</b>	<b>2,154</b>

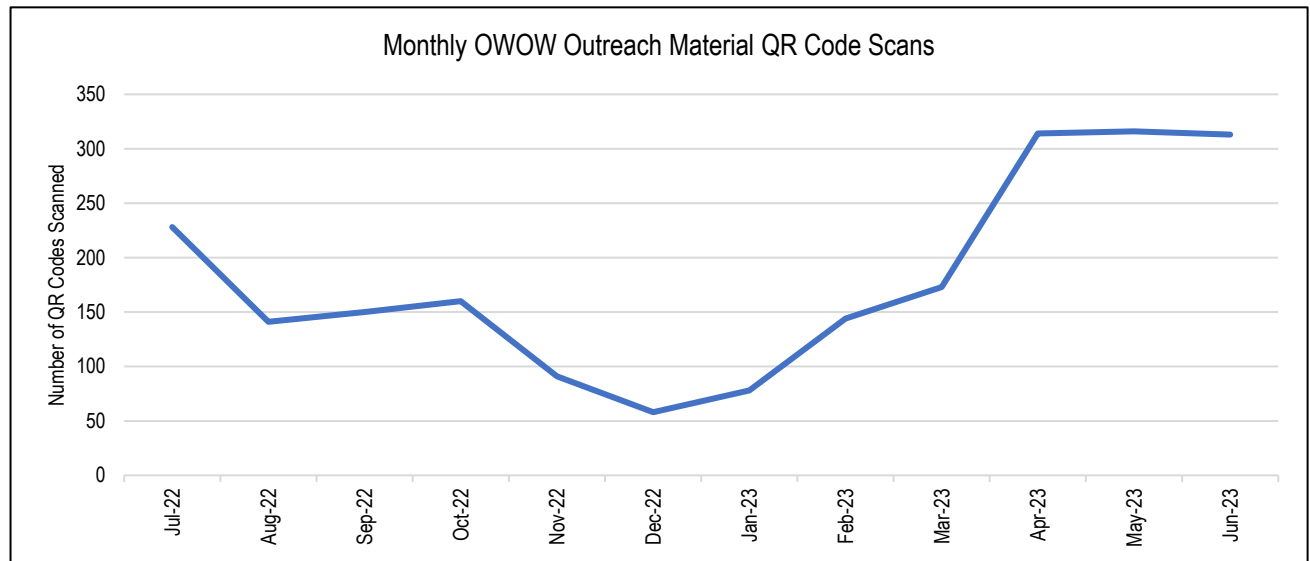


Figure 2. Monthly OWOW Outreach Material QR Code Scans between July 2022 and June 2023

### 4.3 VENDOR OUTREACH

Education of vendors and retailers on less-toxic products is a critical step to ensure stores carry less-toxic products.

#### Retail Partners

Ms. Bontempo led collaboration with key retail partners. During the past year, she maintained OWOW's relationship with the Home Depot Corporate Sustainability Officer and communicated quarterly to Home Depot Corporate to keep goals aligned and to provide updates on OWOW activities in the stores. Each year OWOW receives a letter of support from the Home Depot Corporate Sustainability Officer that facilitates collaboration with local retailers (see Appendix C). Home Depot Corporate is a model retailer partner and OWOW strives to replicate this partnership with other retailers and vendors. In 2023, a successful collaboration with Outdoor Supply Hardware (OSH) led to bringing 11 of the 14 OSH stores into the OWOW program. Including these OSH stores, 39 new retailers, primarily from the Central Valley region, joined the OWOW program between July 2022 and June 2023. These additions, from counties Alameda, Butte, Contra Costa, El Dorado, Fresno, Los Angeles, Mendocino, Napa, Placer, San Joaquin, San Mateo, Santa Barbara, Santa Clara, Sonoma, and Stanislaus, demonstrate the expanding reach of the OWOW program.

#### Vendor Communication

Established relationships with national pesticide manufacturers and annual communication with vendors is essential to learn about new pesticide active ingredients, products, and market trends. Key vendors have reported many obstacles in 2023 as follows:

- Supply chains are still straining product supply.
- Consumers continue to tend to purchase less plants and related products.
- Consumer expendable cash flow is less available due to inflation and fuel cost.

#### Trade Show Booths

Attending trade shows provides an opportunity to meet vendors, learn about the new products coming to the California marketplace, answer questions, and provide mentorship to the retail buyers. In 2022 – 2023, OWOW representatives attended the following trade show events:

- BFG Marketplace Expo, Reno NV, October 22 – Retailer Show
- Northern California Home & Landscape Expo, Sacramento CA, February 2023 – Consumer Show
- NorCal Landscape Trade Show, San Mateo, CA, February 2023 – Landscape & Garden Professional Show

### 4.4 TRAINING AND OUTREACH FOR RETAILERS AND CONSUMERS

IPM Advocates and other OWOW service providers conduct OWOW outreach activities to educate retailers and consumers at the local level. Local OWOW implementation activities vary between agencies. Many agencies receive tailored OWOW reports from their contracted IPM Advocate with a summary of their local OWOW data (for example, the number of trainings, the number of staff trained, and/or the number of fact sheet distributed).

IPM Advocates provided OWOW services to approximately 282 participating retailers throughout California. Table 3 provides a summary of outreach activities between July 2022 and June 2023. These activities were funded by the stormwater programs of local municipalities.

Table 3. Summary of Outreach Activities

Audience	OWOW Outreach Activity
<b>Retailers</b>	282 retailers participated in the OWOW program
	162 trainings conducted
	1,034 retail staff trained
<b>Direct to Consumer</b>	168 public outreach events
	15,532 people attended these public outreach events (In person and virtually)
	2,154 scans of QR Codes for OWOW fact sheets

IPM Advocates and other OWOW service providers conducted 154 trainings and trained 960 retail store staff. The training topics include IPM and strategies for managing pest problems with less-toxic and eco-friendly products. In addition, IPM Advocates provided tips for new gardeners and how to protect gardens in the time of drought. Education has expanded to include protecting gardens during times of drought since plants are more prone to pest problems when they are (drought) stressed. IPM Advocates provided additional digital support, which included a biannual retailer e-newsletter, along with online webinars and social media posts aimed at the public.

#### Retailer e-Newsletter

A biannual newsletter is emailed to participating retailers at the beginning of spring and fall. This newsletter contains information on seasonal pest problems and eco-management solutions. These newsletters help store staff, including managers, stay current on pest problems that might be affecting their customers. Many of the managers print the OWOW newsletter and post it for all staff to review. Out of the 282 retailers, 161 retailers receive the e-newsletter.

#### IPM Educational Webinars

Webinars were developed in lieu of in-person outreach events during the first year of the COVID-19 pandemic. These webinars have grown in popularity and now are a regular service provided by IPM Advocates to agencies that contract with them at the local scale. Each registrant received a program outline and a ‘Helpful Gardening Resource’ page.

#### Outreach Barriers

Many retailers continued to be impacted by supply chain challenges and inventory and labor shortages, which led to delays in scheduling retailer trainings and setting up shelf displays. Additionally, many of the retail trainings and public outreach events were further delayed until April due to the prolonged wet weather during the first half of 2023

## Section 5. Program Development

To support a growing demand for OWOW outreach material and IPM Advocates, there are efforts currently underway, as well as future considerations, to advance the OWOW program.

### 5.1 UPDATES IN PROGRESS

#### Fact Sheets and Pocket Guide

In 2023, four fact sheets and the pocket guide are undergoing review for technical accuracy by subject matter experts. The fact sheets undergoing review include Ants (both English and Spanish), Yellowjackets, Pesticides and Water Quality, and Fleas. The revised fact sheets will be made available to OWOW subscribers in Fall 2023. Additional fact sheets will undergo review in 2024.

#### Universal Product List

The Universal Product List is an Excel spreadsheet that modifies the existing store-based products lists with added functionality for sorting products by pest, product name, brand, and active ingredient. The Universal Product List will first be made available to IPM Advocates and subscribing agencies. A future consideration is transforming the spreadsheet into a user-friendly database available on the OWOW website so consumers could have an easier time finding less-toxic products for their pest problems.

### 5.2 FUTURE CONSIDERATIONS

#### Implementation and Guidance Handbook

To bring consistency to the OWOW program's implementation, the *Implementing an IPM Partnership: A How-To Manual* dated March 2000, will be revised to describe current practices and responsibilities for OWOW subscribing agencies, IPM Advocates, and participating retailers. The primary goal of the Implementation and Guidance Handbook is to describe the core elements of local implementation, establish an annual reporting schedule, and provide consistency in retailer trainings, materials, displays, and communication.

#### IPM Advocate Training Program

To operate at a statewide scale, and in a sustainable manner, certain aspects of the existing OWOW program must be formalized and expanded. In 2022, CASQA began developing an outline for an IPM Advocate Training Program. As part of this initiative, CASQA intends to work with and potentially partner with Department of Pesticide Regulation (DPR). CASQA will coordinate workgroups comprised of OWOW Subscribers, current IPM Advocates, and training experts to develop a framework for the IPM Advocate Training Program.



## **Appendix A – Example Outreach Materials**



Figure A1. Trackable QR Code Poster in Store Aisle



EFFECTIVE ECO-FRIENDLY PEST CONTROL • LESS-TOXIC PRODUCTS



# CONTROLLING ANTS IN YOUR HOME

CONTROL ANTS IN YOUR HOME WITH THESE ECO-FRIENDLY PRODUCTS

Bait stations containing borates or hydramethylnon	Amdro Kills Ants Ant Killer, Amdro Kills Ants Ant Killing Bait, Combat Source Kill 4 products, KM Ant Pro products, Maggie's Farm Simply Effective No Spill Ant Kill, Terro Ant Killer II Liquid Ant Baits
Diatomaceous earth (DE) products	Concern Diatomaceous Earth Crawling Insect Killer, Safer Brand Diatomaceous Earth Ant and Crawling Insect Killer, St. Gabriel Organics Insect Dust—Diatomaceous Earth
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).
- Weather-strip doors and windows.





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

Figure A2. Ant Fact Sheet

## OWOW Retail Newsletter Spring 2023 Edition

### Spring garden pests that love cool, rainy spring weather 🌧️

With the abundance of rains this season, we are also seeing an abundance of rainy season garden pests, such as slugs, earwigs, mushrooms, weeds, and assorted plant diseases. Here we will review management tips that you can share with your customers.

#### 1) Slugs & Snails 🐌 -

Remind customers to remove any soggy or rotting leaves from the plant, clear the base of the plant removing any debris to ensure the crown is clear.

Though eco-friendly slug & snail baits containing iron phosphate are favorable, they will dissolve with rainy conditions. Exclude slugs & snails by placing a barrier of copper tape around plants.

Placing chunky bark mulch around slug & snail prone plants will reduce their activity as they are less likely to cross the chunky bark mulch.

After the rainy season when irrigation systems are on, avoid watering at night which favors slug & snail activity. Advise your customers to water during the sunrise hours; 4am-7am is best for the overall health of the garden.

[You can read more about slug & snail management here.](#)

#### 2) Earwigs 🪲 -

Insecticides are typically not effective for earwig control. Make a trap! You might sell earwig traps or you can coach folks on how to make a simple trap as shown on the [UCIPM](#) website.

Though earwig baits containing iron phosphate & Spinosad are available, they will dissolve with rainy conditions. Best to wait until the rains stop before using.

After the rainy season when irrigation systems are on, avoid watering at night which favors slug & snail activity. Advise your customers to water during the sunrise hours, 4am-7am is best for the overall health of the garden.

#### 3) Mushrooms 🍄 -

We will have more customers asking about how to remove mushrooms from their lawn or garden areas. Mushrooms often are a sign of a healthy garden environment and commonly appear in moist soils after the rain or with frequent irrigation. They are short lived and will disappear on their own. Careful handling and proper identification are important when making decisions about removing mushrooms in the garden. You can find more information [here](#) on the UC IPM mushroom page.

#### 4) Weeds 🌿 -

Keep weeds in check. Best management is to remove with tools or hand pull when they are young, once the soil has dried enough to walk on. Mow or trip taller weeds or use grazing animals. Take advantage of the benefits [sheet mulching](#) offers. There are many effective eco-herbicides available. Always read the label and apply according to that label. Avoid letting weeds go to seed.

[You can find eco-friendly herbicides and more about managing weeds here.](#)

#### 5) Plant diseases 🍃 -

There is a good chance we will see an abundance of plant diseases due to the cool, wet spring weather. Proper identification is key to pest management. The [UC IPM](#) website can help with identification. Look up the plant and then from there you will find a list of pests common to that plant. From there you will find the information that will assist with managing the plant disease.

Figure A3. Spring e-Newsletter Page 1



## **Appendix B – 2023 Product Lists**

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## 2023 Home Depot Product List

### **Pesticide Bays**

Amdro Gopher Traps  
BioAdvanced Organics Houseplant Insect & Mite Control  
BioAdvanced Organics Tomato, Vegetable & Fruit Insect Control  
Bird-B-Gone Stainless Steel Bird Spikes  
Black Flag Handheld Bug Zapper  
Black Flag Pantry Pest Trap  
Black Flag Roach Motel  
Bonide Cpt Jack's Copper Fungicide  
Bonide Cpt Jack's Dead Weed Brew  
Bonide Cpt Jack's Insecticidal Super Soap  
Bonide Cpt Jack's Lawn Weed Brew  
Bonide Cpt Jack's Neem Max 70%  
Bonide Cpt Jack's Neem Oil  
Bonide Cpt Jack's Orchard Spray  
Bonide Cpt Jack's Rose Rx  
Bonide Cpt Jack's Tomato & Vegetable  
Bonide Mole Max  
Bonide Repels All  
Buggy Bands Mosquito Repellent  
Buggy Beds Bed Bug Trap  
Critter Ridder  
Cutter Essentials Bug Control  
Cutter Essentials Outdoor Fogger  
Dr. Earth Pest Control Insect Killer  
EcoLogic Ant & Roach Killer  
EcoLogic Bed Bug Killer  
EcoLogic Home Insect Control 2  
EcoLogic Flying Insect Killer  
First Saturday Lime Insect Repellent  
Fly Swatter  
Garden Safe Fungicide 3  
Garden Safe Houseplant & Garden  
Garden Safe Insecticidal Soap  
Garden Safe Multi Garden Insect  
Garden Safe Neem Oil Extract  
Garden Safe Rose & Flower  
Garden Safe Slug & Snail  
Gopher Traps  
Green Gobbler 20% Vinegar Weed Killer  
Harris Diatomaceous Earth  
Harris Roach Killing Powder  
Harris Roach Tablets  
Havahart Live Animal Trap  
Hot Shot Bed Bug Killer Dust  
Liquid Fence Deer & Rabbit Repellent  
Monterey Nematode Control  
Mosquito Dunks  
Mouse Traps  
Mouse X  
Organocide Bee Safe 3-in-1 Garden Spray  
Ortho Bed Bug Trap  
Ortho Ground Clear Weed & Grass Killer (green label)  
Owl, Garden Defense  
Preen Natural Weed Prevent  
Raid Ant Baits III  
Raid Fly Ribbon  
Raid Fly Stick  
Raid Fly Trap  
Raid Window Fly Trap  
Rat Traps  
Rat X  
Rescue Fly Trap  
Rescue Fly Trap Refill  
Rescue Outdoor Fly Trap  
Rescue W-H-Y Trap  
Rescue W-H-Y Trap Refills  
Rescue Yellow Jacket Trap  
Rescue Yellow Jacket Trap Cartridge  
Rescue Yellow Jacket Trap Refill  
Safer Brand Ant, Roach & Spider Killer  
Safer Brand Diatomaceous Earth Crawling Insect Killer  
Safer Brand Home Indoor Pest Control  
Safer Brand Home Multi-Insect Killer (DE)

Safer Brand Indoor Fly Trap  
Safer Brand Indoor Fly Trap Refills  
Safer Brand Snake Shield  
Sevin 2-in-1 Sulphur Dust  
Skunk Scram Repellent Granules  
Southern Ag Thuricide Bt  
Terro Fruit Fly Trap  
Terro Liquid Ant Bait II  
Terro Liquid Ant Killer II  
Terro Multi-Surface Liquid Ant Baits  
Terro Outdoor Liquid Ant Bait Stakes  
Tom Cat Attractant Gel  
Tom Cat Mouse Trap  
Tom Cat Rat Traps  
Tom Cat Rodent Repellent  
Treekote Tree Wound  
Uncle Ian's Dog & Cat Repellent

**Fertilizer Bays**

Alaska Fish Plant Food 5-1-1  
Bonnie Harvest Select Raised Bed Plant Food  
Dr Earth Lawn Food  
Dr. Earth Fertilizer  
Earthworm Castings  
Espoma Organic Fertilizer  
Espoma Organic Lime  
Espoma Organic Soil Acidifier  
Kellogg Organic Plus Fertilizer  
Mater Magic  
Miracle-Gro Fertilizer Spikes Tree & Shrub  
Monterey Fish & Guano Fertilizer  
Osmocote  
Pennington Epsom Salts  
Vigoro Fruit, Nut & Citrus Fertilizer Spikes  
Vigoro Tree & Shrub Fertilizer Spikes

Uncle Ian's Mole, Gopher, Deer, & Squirrel Repellent  
Victor Electric Mouse Trap  
Victor Electric Rat Trap  
Victor Gopher Traps  
Victor Mouse Traps  
Victor Natural Rodent Repeller Packs  
Victor Rat Traps  
Victor Rat-A-Way Rat & Mouse Repellent  
Weed Block Landscaping Fabric  
Weed Control Fabric  
Zevo Ant, Roach & Spider  
Zevo Fly, Gnat & Fruit Fly  
Zevo Flying Insect Trap  
Zevo Flying Insect Trap Refills  
Zevo Multi Insect  
Zevo Wasp, Hornet, & Yellow Jacket

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## 2023 ACE Hardware Product List

Alaska Fish Fertilizer  
Amdro Kills Ants Ant Killer  
Answer Kills Roaches Powder  
Bed Bug Traps  
BioCare Codling Moth Traps  
Bird Repellent Gel  
Bird Scare Tape  
Bird-B-Gone Flash Tape  
Bird-B-Gone Steel Bird Spikes  
Black Flag Roach Motel  
Black Flag Window Fly Traps  
Bonide All Seasons Spray Oil  
Bonide Burnout  
Bonide Captain Jack's Dead Bug Brew  
Bonide Chipmunk, Squirrel, & Rodent Repellent  
Bonide Copper Fungicide  
Bonide Go Away! Rabbit, Dog, & Cat Repellent  
Bonide Hot Pepper Wax Animal Repellent  
Bonide Insecticidal Soap  
Bonide Mole Max  
Bonide Mosquito Beater  
Bonide Mouse Magic  
Bonide Neem Oil  
Bonide Rat Magic  
Bonide Repels All  
Bonide Snake Stopper  
Bonide Sulfur Fungicide  
Bonide Tomato & Vegetable  
Bonide Wilt Stop  
Buggy Beds  
Cloud Cover  
Combat Ant Killing Bait  
Combat Roach Killing Bait  
Critter Ridder Sprinkler  
Good Nature CO2 Rodent Trap  
Gopher Baskets  
Gopher Hawk  
Gopher Scram  
Gopher Traps  
De-Fence Deer & Rabbit Repellent  
Deer Off Deer Repellent  
Diatomaceous Earth  
Dr. Earth Final Stop Disease Control Fungicide  
Dr. Earth Final Stop Fruit Tree Insect Killer  
Dr. Earth Final Stop Rose & Flower Insect Killer  
Dr. Earth Final Stop Vegetable Insect Killer  
Dr. Earth Final Stop Yard & Garden Insect Killer  
Dr. Earth Organic Fertilizer  
Drop in the Bucket Mouse Trap  
E.B. Stone Organic Fertilizer  
Earth's Ally Disease Control  
Earth's Ally Insect Control  
Earth's Ally Weed & Grass Killer  
Earth's Ally Weed Killer  
EcoSmart 3 in 1 Rose & Flower  
EcoSmart Ant & Roach Killer  
EcoSmart Flying Insect Killer  
EcoSmart Garden Insect Killer  
EcoSmart Home Pest Control  
EcoSmart Insect Killer  
EcoSmart Insect Killing Granules  
EcoSmart Mosquito Fogger  
EcoSmart Wasp & Hornet Killer  
EcoSmart Weed & Grass Killer  
Epsom Salts  
Espoma Garden Lime  
Espoma Organic Fertilizer  
Espoma Organic Insect Soap  
Espoma Soil Acidifier  
Fly Paper  
Fly Ribbon  
Fly Stick  
Fly Swatter  
Fly Trap  
Fresh Cab Rodent Repellent  
Fruit Fly Trap  
Giant Destroyer Garlic Repellent Clips Deer & Rabbit  
Harris 20% Vinegar Weed Killer  
Harris Bed Bug Killer Diatomaceous Earth  
Harris Boric Acid Roach Powder  
Harris Diatomaceous Earth  
Harris Famous Roach Tablets

Harris Neem Oil	Ortho Home Defense Ant & Roach Killer w/ Essential Oils
Harris Roach Traps	Ortho Home Defense Crawling Bug Killer w/ Essential Oils
Havahart Live Animal Cage Trap	Ortho Home Defense Flying Bug Killer w/ Essential Oils
Insect Sticky Traps	Ortho Insect Killer Tree & Shrub
Jobe's Fertilizer Spikes	Osmocote
Jobe's Organic Fertilizer	Owl Garden Defense
Jobe's Organic Fertilizer Spikes	Pulverize Weed & Grass Killer
JT Eaton Kills Bed Bugs Powder	Pulverize Weed Killer for Lawns
Liquid Fence Animal Repellent	Pulverize Weed, Brush & Vine Killer
Liquid Fence Deer & Rabbit	Raid Ant Baits III
Liquid Fence Snake Repellent	Raid Essentials Ant & Roach
Live Catch Mouse Trap	Raid Essentials Ant, Spider, & Roach
Messina's Animal Stopper	Raid Small Roach Baits
Messina's Deer Stopper	Rat Traps
Messina's Rodent Stopper	Rat X
Messina's Squirrel Stopper	Rat Zero
Miracle Gro Performance Organics	Rescue Ant Baits
Mole Trap	Rescue Fly Trap
Mole X	Rescue Fly Trap Refill
Monterey 70% Neem Oil	Rescue Fly TrapStik
Monterey Bt	Rescue Pantry & Birdseed Moth Traps
Monterey Fish & Guano	Rescue WHY Trap
Monterey Fruit Tree Spray Plus	Rescue WHY Trap Refills
Monterey Garden Insect Spray	Rescue Yellowjacket Trap
Monterey Horticultural Oil	Rescue Yellowjacket Trap Cartridge
Monterey Liqui-Cop	Rescue Yellowjacket Trap Refill
Monterey Neem Oil	Safer 3 in 1
Monterey Take Down Garden Spray	Safer Ant & Crawling Insect Killer
Mosquito Bits	Safer Caterpillar Killer
Mosquito Dunks	Safer Critter Ridder Animal Repellent
Moss Out! Roofs & Walks	Safer Critter Ridder Deer & Rabbit
Mouse Traps	Safer Diatomaceous Earth
Mouse X	Safer End ALL
Mouse Zero	Safer Garden Dust
Natria Grass & Weed Control	Safer Garden Fungicide
Natria Insect, Disease, & Mite Control	Safer Houseplant Sticky Stakes
Natria Insecticidal Soap	Safer Insect Killing Soap
Natria Neem Oil	Safer Moss & Algae Killer
Natria Rose & Flower	Safer Neem Oil
Natria Snail & Slug Killer Bait	Safer Pantry Pest Trap
Nature's Care Organic Fertilizer	Safer Rose & Flower
Neem Oil	Safer Snake Shield
Orange Guard	Safer Tomato & Vegetable
Organocide Bee Safe 3 in 1 Garden Spray	Safer Yellowjacket & Wasp Attractant
Ortho 3 in 1 Insect, Mite, & Disease	Safer Yellowjacket & Wasp Trap
Ortho Bed Bug Traps	Scarecrow
Ortho Deer B Gon	Scott's Continuous Release Fertilizer
Ortho GroundClear Weed & Grass	

Scotts Moss EX  
Scram for Cats  
Sevin Sulfur Dust  
Shake Away Rodent Repellent  
Slug Trap  
Sluggo  
Sluggo Plus  
Soil Moist  
St. Gabriel Moss Killer  
Stay Away Ants  
Stay Away Mice  
Stay Away Moths  
Stay Away Spider  
Tanglefoot  
Terro Ant Killer Liquid  
Terro Clothes Moth Alert  
Terro Flea Trap  
Terro Fly Magnet  
Terro Fruit Fly Trap  
Terro Indoor Fly Trap  
Terro Liquid Ant Bait  
Terro Moth Traps  
Terro Multi-Purpose Insect Bait  
Terro Multi-Surface Liquid Ant Bait  
Terro Outdoor Liquid Ant Bait  
Terro Roach Magnet  
Terro Wasp & Fly Trap  
Tom Cat Animal Repellent  
Tom Cat Attractant Gel

Tom Cat Deer Repellent  
Tom Cat Mouse Traps  
Tom Cat Rat Traps  
Tom Cat Rodent Repellent  
Victor Black Box Gopher Trap  
Victor Electronic Mouse Trap  
Victor Electronic Rat Trap  
Victor Fly Magnet  
Victor Mole & Gopher Repellent  
Victor Mole Trap  
Victor Mouse Traps  
Victor Mouse-A-Way Mouse Repellent  
Victor Natural Rodent Repeller Packs  
Victor Rat Traps  
Victor Rat Zapper  
Victor Rat-A-Way Rat & Mouse Repellent  
Victor Tin Cat Mouse Trap  
Whitney Farms Lawn Weed Killer  
Whitney Farms Organic Fertilizer  
Whitney Farms Weed & Grass Control  
Window Fly Trap  
Yard Enforcer Sprinkler





## **Appendix C – The Home Depot Support Letter**



**Interoffice  
MEMORANDUM**

**DATE:** January 1, 2023  
**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

INTERNAL USE

Figure C1. 2023 The Home Depot Support Letter