

Annual Reporting for FY 2025-2026

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



October 2026

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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 BAMSC¹ or through CASQA. Most of the 2025-2026 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. During the year 2025-2026, BAMSC continued to update some guidance materials and performed a full review of this program to determine what additional updates are needed. A BAMSC subcommittee was created to head up this effort and to look for possible funding sources for this revamping of the videos.

¹ 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 23-24.

Public Information and Outreach

BayWise Website

This project 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)(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).

BAMSC members use the information provided through the regional website BayWise.org to assist with outreach efforts under these provisions.

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



California Stormwater Quality Association.

Dedicated to the Advancement of Stormwater Quality Management, Science and Regulation

Our Water, Our World 2026 Annual Report

Prepared by the California Stormwater Quality Association

August 2026

Preface

ADVANCING SUSTAINABLE STORMWATER MANAGEMENT

The California Stormwater Quality Association (CASQA) is a nonprofit corporation that advances sustainable stormwater management protective of California water resources. With well over 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 34 million people in California.

CASQA's [*Vision for Sustainable Stormwater Management*¹](#) (Vision) defines the actions needed to manage stormwater as an essential component of the state's water resources, support human and ecological needs, protect water quality, and enhance and restore California's waterways. There are four guiding principles to achieve this Vision. Like the legs of a chair, each Principle is essential and all four must be in place to support the whole.

Principle #1: Program Implementation: Projects and programs that use stormwater as a resource, protect water quality and beneficial uses, and efficiently minimize pollution are critical for sustainable stormwater management. Stormwater capture and true source control (identifying and mitigating a pollutant at its source) are the primary drivers of these solutions, with effective BMPs providing an important supportive role.

Principle #2: Permits, Regulations, and Legislation: Permits, regulations, and legislation need to focus on effectiveness and desired outcomes to support sustainable stormwater management. Regulatory and legislative actions must align with and support the other components of the Vision – advancing stormwater capture, true source control, and effective BMPs, increasing public education and awareness focused on stormwater as a resource, and securing funding to support these solutions.

Principle #3: Public Education: Public awareness, understanding, and support is essential to sustainable stormwater management. The key shift is viewing stormwater as a resource that must be protected and integrated into overall water resource management.

Principle #4: Funding: Significant financial investment is required to achieve sustainable stormwater management. Stormwater is the most underfunded portion of the water sector and substantial funding is needed to bring these solutions forward.

OUR WATER, OUR WORLD ANNUAL REPORT

The Our Water, Our World (OWOW) program advances Principle #1 by focusing on true source control to address the use of Current Use Pesticides. CASQA has identified Current Use Pesticides as a [*Water Quality Priority*](#), requiring solutions at a statewide scale. OWOW also advances Principle #3 through its public education components. The goal of OWOW is to support a statewide integrated pest management (IPM) outreach program that provides direct-to-consumer information and education on less-toxic IPM practices. This report describes the OWOW program activities from July 2025 through June 2026.

¹ https://www.casqa.org/wp-content/uploads/2022/10/final_-_vision_for_sustainable_stormwater_management_-_10-07-2020.pdf

Acknowledgements

OWOW is funded by CASQA, as well as the organizations implementing the program (see Table 1 in Section 2 of this report), and is sponsored by the Bay Area Clean Water Agencies (BACWA).

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Section 1. Introduction

Our Water, Our World (OWOW) is an award-winning partnership between municipal agencies, 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 harm 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 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 to 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 the California Stormwater Quality Association (CASQA), to provide 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,² the Central Valley Region-wide MS4 Permit,³ and the Phase II – Small MS4 General Permit.⁴

Section 2. Program Elements

The OWOW program consists of several elements that 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 offer in-store displays, shelf tags, in-store presentations and training for store employees, and advice to customers about pest management methods that are healthier for people and the environment.

2.2 EDUCATIONAL MATERIALS

In pesticide-retailing stores, consumers are directed to less-toxic products and techniques through:

- Fact sheet displays near pest products to educate the public on various 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.

² Municipal Regional Stormwater NPDES Permit, California Regional Water Quality Control Board – San Francisco Bay Region, 2022. Order R2-2022-0018, NPDES NO. CAS612008, as amended, CA.

³ NPDES Permit and Waste Discharge Requirements General Permit for Discharges from MS4s, California Regional Water Quality Control Board – Central Valley, 2016. Order R5-2016-0040, NPDES NO. CAS0085324, CA

⁴ NPDES Permit and Waste Discharge Requirements for Storm Water Discharges from Small MS4s, California State Water Resources Control Board, 2013. Water Quality Order 2013-0001-DWQ, NPDES General Permit No. CAS0000004, as amended, CA.

On the OWOW website, consumers can view the following:

- All 18 fact sheets.
- Stores participating in the OWOW program.
- A database of less-toxic products and their 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 and implemented by local cities and counties. IPM Advocates and University of California Statewide IPM Program (UC IPM) serve as collaborative partners.

CASQA manages and provides the central services necessary to operate and maintain the OWOW program, including the development of 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.

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, 2026. Bay Area Clean Water Agencies (BACWA) continues to support the OWOW program as a sponsor.

IPM Advocates are trained individuals who support the local implementation of the OWOW program. They provide retail stores, nurseries, hardware stores, and garden centers with direct-to-consumer information, IPM tools, products, and practices. IPM Advocates are the link between the municipalities and the retailers where they reach consumers. The active IPM Advocates include Suzanne Bontempo, Julie Barbour, and Maris Sidenstacker.

UC IPM provides research and expertise on IPM practices promoted throughout the state and maintains a website of less-toxic IPM practices for nearly 1,000 home, garden, landscape, and turf pests. OWOW continues to draw on these public resources to support its educational materials and outreach on less-toxic pest management.

Table 1. Agencies Implementing OWOW

Bay Area and Northern California

Alameda County	City of Martinez
Alameda County Flood Control & Water Conservation District	City of Menlo Park
Alameda Countywide Clean Water Program	City of Mill Valley
City of Alameda	City of Millbrae
City of Albany	City of Milpitas
City of American Canyon	City of Monte Sereno
City of Antioch	City of Mountain View
City of Belmont	City of Napa
City of Belvedere	City of Newark
City of Benicia	City of Novato
City of Berkeley	City of Oakland
City of Brentwood	City of Oakley
City of Brisbane	City of Orinda
City of Burlingame	City of Pacifica
City of Calistoga	City of Palo Alto
City of Campbell	City of Petaluma
City of Clayton	City of Piedmont
City of Cloverdale	City of Pinole
City of Concord	City of Pittsburg
City of Cotati	City of Pleasant Hill
City of Cupertino	City of Pleasanton
City of Daly City	City of Redwood City
City of Dublin	City of Richmond
City of East Palo Alto	City of San Bruno
City of El Cerrito	City of San Carlos
City of Emeryville	City of San José
City of Fairfield	City of San Leandro
City of Foster City	City of San Mateo
City of Fremont	City of San Pablo
City of Half Moon Bay	City of San Rafael
City of Hayward	City of San Ramon
City of Healdsburg	City of Santa Clara
City of Hercules	City of Santa Rosa
City of Lafayette	City of Saratoga
City of Larkspur	City of Sausalito
City of Livermore	City of Sebastopol
City of Los Altos	City of South San Francisco

Bay Area and Northern California (Continued)

City of St. Helena
City of Suisun City
City of Sunnyvale
City of Ukiah
City of Union City
City of Vallejo
City of Walnut Creek
Contra Costa Clean Water Program
Contra Costa County
Contra Costa County Flood Control and Water Conservation District
Fairfield-Suisun Sewer District
Marin County
Marin County Flood Control and Water Conservation District
Marin Countywide Stormwater Pollution Prevention Program
Mendocino County
Napa County
Napa County Flood Control and Water Conservation District
Napa Countywide Stormwater Pollution Prevention Program
Russian River Watershed Association
San Mateo County
San Mateo Countywide Water Pollution Prevention Program
Santa Clara County
Santa Clara Valley Urban Runoff Pollution Prevention Program
Santa Clara Valley Water District (Valley Water)
Solano Stormwater Alliance
Sonoma County
Sonoma County Water Agency
The San Mateo County Flood and Sea Level Rise Resiliency District
Town of Atherton
Town of Colma
Town of Corte Madera
Town of Danville
Town of Fairfax
Town of Hillsborough
Town of Los Altos Hills

Town of Los Gatos
Town of Moraga
Town of Portola Valley
Town of Ross
Town of San Anselmo
Town of Tiburon
Town of Windsor
Town of Woodside
Town of Yountville
Vallejo Flood and Wastewater District
Zone 7 Water Agency

Central Valley, Tahoe, and Inland Areas

City of Ceres
City of Citrus Heights
City of Davis
City of Dixon
City of Elk Grove
City of Escalon
City of Folsom
City of Galt
City of Lathrop
City of Lincoln
City of Lodi
City of Manteca
City of Merced
City of Modesto
City of Patterson
City of Rancho Cordova
City of Riverbank
City of Rocklin
City of Roseville
City of Sacramento
City of Stockton
City of Tracy
City of Turlock
City of West Sacramento
City of Woodland

**Central Valley, Tahoe, and Inland Areas
(Continued)**

El Dorado County
Fresno Metropolitan Flood Control District
Mountain House Community Service District
Sacramento County
Sacramento Stormwater Quality Partnership
San Joaquin County
Stanislaus County

Central Coast

City of Buellton
City of Carmel-by-the-Sea
City of Carpinteria
City of Del Rey Oaks
City of Goleta
City of Guadalupe
City of Lompoc
City of Marina
City of Monterey
City of Pacific Grove
City of Sand City
City of Santa Barbara
City of Santa Maria
City of Seaside
City of Solvang
Monterey Regional Storm Water Management
Program
Monterey County
Santa Barbara County

Southern California

City of Santa Clarita

Sponsor

Bay Area Clean Water Agencies

Section 4. Annual Program Implementation

This section describes the OWOW outreach services conducted between July 2025 and June 2026.

4.1 IPM ADVOCATES

Several municipalities contracted with IPM Advocates to implement the OWOW program at local stores. IPM Advocates shared their knowledge with store staff and held educational events for customers.

During the 2025-2026 reporting year, demand from municipalities for IPM Advocate services exceeded availability capacity, limiting coverage of some retail locations. In response, CASQA has initiated a program planning initiative to improve support and guide future growth (see Section 5. Program Development for more information).

In-Store Coordination

An in-store coordination meeting was not held during the 2025–2026 reporting year because program development efforts focused on the structured planning process described in Section 5. Future in-store coordination efforts will be informed by the outcomes of this planning process.

4.2 EDUCATIONAL OUTREACH MATERIALS

Educational materials include fact sheets on specific pests, gardening methods, and pesticide applications, shelf tags to identify eco-friendly products in stores, and the OWOW website that makes the materials accessible to the public. Examples of OWOW outreach materials are provided in Appendix A, and all are accessible on the [OWOW website](#).

Fact Sheets

The OWOW program has 18 fact sheets. Between July 2025 and June 2026, three fact sheets were revised and translated into Spanish: (1) *Hiring an IPM Company*, (2) *Moles, Voles, and Gophers*, and (3) *Snails and Slugs*. Currently, 14 of the 18 fact sheets are available in Spanish, and efforts continue to translate the entire fact sheet series. As each fact sheet is updated, QR codes are added (both English and Spanish versions) to help consumers easily navigate to the OWOW website.

In January 2022, posters with trackable QR codes were developed to encourage consumers to digitally access the OWOW fact sheets in pesticide aisles. These trackable QR codes record which fact sheets consumers view in retail stores. Based on the tracking data collected between July 2025 and June 2026, the three most viewed fact sheets were (1) *Ants*, (2) *Rats and Mice*, and (3) *Fleas*. Table 2 presents a summary of QR code scans for each fact sheet. Additionally, Figure 1: *OWOW by the Numbers* provides an overview of engagement with our educational outreach materials, including total QR code scans, fact sheet views, and website activity.

Website

The [OWOW website](#) provides public access to fact sheets, the less-toxic product database, and the [Store Finder](#), an interactive map allowing users to search for participating stores. Updates to the Store Finder are made quarterly. During the 2025 – 2026 reporting year, two stores were added to the OWOW program and made available on the Store Finder. **Website visitors increased 26%**, from 19,076 unique visitors between July 2024 and June 2025 to 24,095 unique visitors between July 2025 and June 2026. Figure 2 shows the monthly website visitor history trending up since May 2021 (when data were first tracked via QR codes).

Less-Toxic Pest Product Database

In August 2024, enhancements were made to both the less-toxic product lists and the OWOW website to develop an integrated less-toxic product database hosted on the [OWOW website](#). The database enhances accessibility for both IPM Advocates, who rely on the database to identify less-toxic products, and the public, who can now easily search for products using their phones.

The store-specific product lists will continue to be updated as needed to support the printing of shelf tag labels. Each year, new products are reviewed, and updates are made in consultation with subject matter experts to ensure the information remains current and accurate.

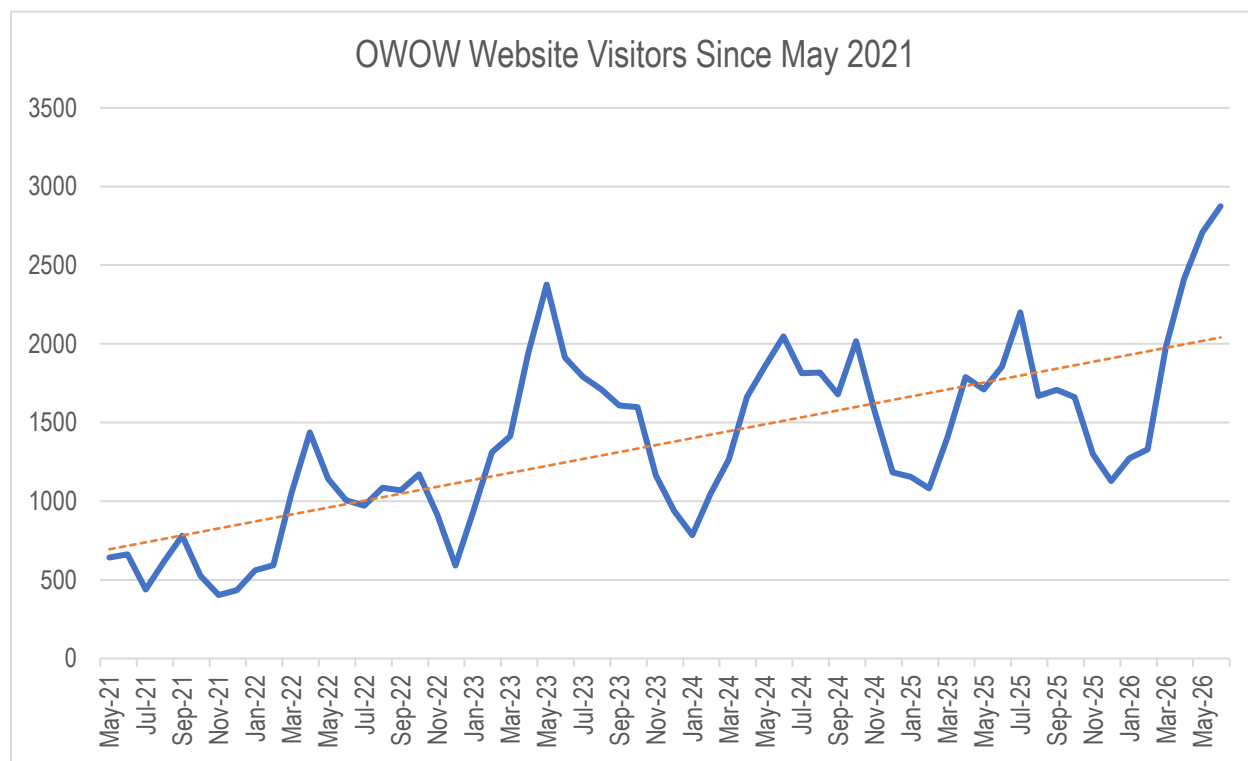
Table 2. QR Code Scans by OWOW Product from July 2025 to June 2026

OWOW Product	QR Code Scans	OWOW Product	QR Code Scans
Ants	233	Bed Bugs	67
Rats & Mice	167	10 Most Wanted	60
Fleas	166	Healthy Gardens	55
Mosquitos	153	Weeds	52
Moles, Voles, & Gophers	150	Yellowjackets	38
Cockroaches	141	Lawns	30
Aphids	131	Spanish Fact Sheets	21
Spiders	110	Pesticides Use & Disposal	16
Roses	102	Hiring a Pest Company	13
Snails & Slugs	96	Pesticides & Water Quality	6
OWOW Website	93		
Total QR Code Scans		1,897	

Figure 1. OWOW by the Numbers



Figure 2. Monthly Website Visitors Since May 2021



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

The OWOW program added two new retail partners during the 2025–2026 reporting year, increasing the total number of participating stores to 283. The Home Depot Corporate continues to be a model retail partner and OWOW strives to replicate this partnership with other retailers and vendors. In February 2026, The Home Depot Corporate delivered an internal memorandum to California store managers to facilitate OWOW collaboration in The Home Depot stores (see Appendix B). In addition to The Home Depot, OWOW retail partners include Outdoor Supply Hardware, Ace Hardware, and independent hardware and garden centers throughout California.

Trade Show Booths

Attending trade shows provides an opportunity to meet pesticide buyers and vendors, learn about the new products coming to the California marketplace, answer questions, and provide mentorship to the retail pesticide buyers and vendors. In 2025 – 2026, trade show attendance was paused to focus efforts on the structured planning process described in Section 5. Future trade show attendance will be informed by the outcomes of this planning process.

4.4 TRAINING AND OUTREACH FOR RETAILERS AND CONSUMERS

IPM Advocates and local municipal agency staff/consultants conduct OWOW outreach activities to educate pesticide 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 sheets distributed).

IPM Advocates and local municipal agency staff/consultants provided OWOW services to approximately 283 participating retailers throughout California. Table 3 provides a summary of outreach activities between July 2025 and June 2026, which were funded by local municipalities' stormwater programs.

Table 3. Summary of Outreach Activities

Audience	OWOW Outreach Activity
Retailers	283 retailers participated in the OWOW program
	62 trainings conducted
	488 retail staff trained
Consumers	14 in-person classes, presentations, or workshops (749 persons in attendance)
	75 public outreach events
	5,393 person interactions

IPM Advocates and local municipal agency staff/consultants conducted 62 trainings and trained 488 retail store staff. The training topics included IPM and strategies for managing pest problems with less-toxic and eco-friendly products. Additionally, of the 89 public outreach events to consumers, 14 were classified as in-person classes, presentations, or workshops, reaching a combined total of 749 attendees. The remaining consumer outreach, most often in the form of tabling at public outreach events, included 75 reported events, with 5,393 person interactions.

Section 5. Program Development

To support a growing demand for OWOW outreach material and IPM Advocates, efforts are underway to advance the OWOW program.

5.1 UPDATES IN PROGRESS

Fact Sheets

In 2026, the *Roses*, *Healthy Gardens*, *Weeds*, and *Lawns* fact sheets are being reviewed for technical accuracy and by public communications specialists. Additionally, these fact sheets will be translated into Spanish and made available on the OWOW website. Once these fact sheet updates are complete, 18 of the 18 OWOW fact sheets will have Spanish translations.

Program Planning

In July 2025, the OWOW program completed a survey of OWW subscribers to understand the program's needs and reaffirm the program's goal. Key takeaways from the subscriber survey were: 1) a need to understand the program's effectiveness, 2) a desire for implementation flexibility, 3) requests for additional implementation resources, and 4) guidance on how to implement the program. Following the results of the Subscriber Survey, the OWOW program initiated a year and half long program planning project with the goal to improve the program's effectiveness and increase implementation flexibility. The project includes conducting market research on urban pesticide use behaviors and the development of implementation resources based on subscriber needs identified in the Subscriber Survey and the market research. The project's timeline is shown on Figure 3.

The market research consists of two phases. Phase I included a literature review on the pesticide statewide use market and trends, analysis of existing OWOW data, review of existing academic and governmental research, and the development of preliminary audience hypotheses. An additional in-store intercept survey of 24 residents validated the hypothesized audience profiles—the DIY Pragmatist, the Steward, and the Outsourcer. This understanding reinforced the need for audience-specific strategies.

In May 2026, as part of the Phase II market research, a public survey was developed to create audience-specific profiles based on their pesticide use behaviors and motivations for the development of a strategic messaging framework consisting of targeted channels and tactics. As of June 2026, the public survey collected 429 responses with a goal of 800. Preliminary findings showed that 58% of respondents acted only after seeing pests, 37% returned to conventional sprays when a less-toxic method did not work as hoped, and 20% had purchased perimeter spray or granules during the previous 12 months. The research also identified a gap between trusted information sources and actual behavior: 45% of respondents first turned to Google for pest help, although public agencies and experts received the strongest trust ratings. Expected September 2026, the survey results will create quantified audience profiles, a validated messaging mix, and targeted channel maps, which will provide the basis for a suite of subscriber implementation resources scheduled for completion in December 2026.

Figure 3. Program Planning Timeline



5.2 FUTURE CONSIDERATIONS

IPM Advocate Training Program

As described in Section 4.1, IPM Advocates serve as contractors to municipalities to assist with implementation of the in-store component of the program. IPM Advocates were initially trained in 2012 with funding from a Department of Pesticide Regulation (DPR) Alliance Grant. Since that time, some IPM Advocates have moved on from providing IPM Advocate support, reducing the number IPM Advocates available to provide services. Additionally, the OWOW program expanded its service area into the Central Valley, increasing the demand for IPM Advocates. In 2022, to increase IPM Advocate support, CASQA began consideration of developing an IPM Advocate Training Program. In September 2023, CASQA met with DPR representatives to discuss collaboration and funding opportunities for the OWOW program. Based on the scope of training required, the development of an IPM Advocate Training Program will require outside funding support and collaboration with partners such as UC-IPM. Work on advancing the IPM Advocate Training Program is on hold pending the outcomes of program planning, which is currently in development.

Appendix A: Example Outreach Materials

Figure A1. Trackable QR Code Poster in Store Aisle



Figure A2: Ants Fact Sheet (Front)



ANT CONTROL IS EASY AS 1-2-3!		
1. Seal the source	2. Bait them	3. Monitor
• Store food in sealed containers • Caulk and weatherstrip cracks and gaps	• Use bait stations and sticky traps, which are more effective than sprays • Choose a bait station with borax (tetraborate decahydrate) or hydramethylnon	• After ants are gone, watch for new ant activity • To avoid a new ant invasion, spread desiccating dust in areas where you see ants • Avoid sprays, which only temporarily get rid of ants

Argentine ants are frequent invaders in California homes. Their small size (1/8 inch) allows them to enter the home through cracks and crevices. They typically arrive 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

1. Find what ants are after (usually food or water) and where they are entering the room (usually through a crack in the wall).

2. Spray lines of ants with soapy water and wipe up. Clean up any food or spills.
3. Block entry points temporarily with a smear of petroleum jelly or a piece of tape.
4. If you can't find an entry point, 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*.)

TIPS FOR USING ANT BAITS

Bait stations are much safer for humans, pets, and the environment than sprays. Ants carry small quantities of bait back to the nest to share, reducing the local ant population.

- Use baits with active ingredients borax/tetraborate decahydrate. 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.

- Place bait stations out of reach from children and pets. 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 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 sealed plastic bag, and store away from children and pets.



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

Appendix B: The Home Depot Support Letter



Interoffice

MEMORANDUM

DATE: February 9, 2026

TO: California Store Managers, D28 ASMs and Department Heads

FROM: Candace N. Rodriguez

CC: Steve Knott, Scott Jacobson, Charles Bayer

SUBJECT: Our Water Our World Training

OUR WATER, OUR WORLD is a coalition of organizations whose purpose is to encourage consumers to use environmentally-preferred 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 to inform customers about environmentally-preferred pest management that we merchandise in our store. We have had a partnership with Our Water, Our World for many years, and we have supported their in-store educational efforts annually for the past few years.

An Our Water, Our World (OWOW) representative will be in your store to help train employees and label environmentally-preferred products with shelf-talkers. The representative may also schedule a tabling event to educate consumers. This ties in well with "How-to" weekend events. Please support this additional help in your store.

An OWOW representative will contact you before the training or demonstration date to arrange details. Please contact Joseph Draper of the California Stormwater Quality Association at (559) 492-7507 if you have questions. Please also do not hesitate to reach out to me if you have any questions or concerns at 678-799-2750.

Thank you for your support,

Candace N. Rodriguez
Senior Director – Sustainability

from the desk of.....
Candace Rodriguez
Senior Director – Sustainability
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