



B A S M A A

Project: IPM Partnership Program (aka *Our Water, Our World* Program)

Description: The Regional IPM (Integrated Pest Management) Partnership is a collaboration among regional and local water pollution prevention agencies in eight San Francisco Bay Area counties and locally owned nurseries and hardware stores. The Partnership encourages less-toxic methods of pest prevention and control by means of a point-of-sale program called the *Our Water, Our World* Program. The regional *Our Water, Our World* Program builds on the pilot IPM Partnership, which the Central Contra Costa Sanitary District (CCCSD) started in 1997 with input/financial contribution from the Regional Water Quality Control Plant (RWQCP) in Palo Alto and grant support from the California Department of Pesticide Regulation and the National Foundation for Integrated Pest Management Education (USEPA funding). The pilot was implemented in three stores in Contra Costa County and one store in Palo Alto during 1998. Using the materials developed in the pilot, the Marin County Stormwater Pollution Prevention Program also implemented an IPM Partnership in 1998.

Our Water, Our World is an educational program for employees and customers of locally owned nurseries, drug stores, and hardware stores. Program elements include:

- Development of an extensive list of less-toxic methods and products to pesticides for various applications
- Development and production of fact sheets on less-toxic pest management strategies for the public
- Design and production of a program logo and in-store promotion materials including “end cap” displays, posters, “shelf-talkers,” shelf signs, and banners
- Training sessions for store employees focusing on principles of integrated pest management and successful application strategies and sales techniques for products on the less-toxic list
- Active engagement of pesticide distributors to encourage and facilitate sales of less-toxic pesticide products
- Program evaluation

In FY 04/05, BASMAA received a grant from USEPA that allowed the program to expand significantly from about 150 stores in the San Francisco Bay Area to almost 300 stores in California, including 80-plus Orchard Supply Hardware stores. Since that expansion and as a result of public survey that showed significant name and logo recognition given an almost non-existent advertising budget, much of the *Our Water, Our World* funding in the last few years, beyond that necessary to maintain and update program, has been dedicated to branding the name and logo through print ads (magazines, movie theaters, and transportation signage). The program website includes much of the information related to the program, plus links to related programs and a unique Ask-the-Expert feature that provides personalized responses to hard pest questions in 24 hours.

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FY: 98/99 - start-up; 99/00 through 20/21 - ongoing

Overseer: IPM Partnership Committee

Contracting

Agency: BASMAA

Contractors: Industrial Graphic Arts; Public Research Institute; Tanya Drlik; Columbia Printing; Norcal Printing; Debi Tidd; Lauren Wohl Design; Janet Cox; International Contact; BIRC; Ann Joseph; Sunset magazine; BayNature magazine; NorCal Spring Trade Show; EcoWise; Bay-Friendly Gardening; Green Zebra; Astone

Budget: FY 98/99 - \$22,500 (with equal match from BAPPG); FY 99/00 through FY 02/03 - \$20,000 (with 75% match from BAPPG); FY 03/04 - \$20,000 (with 60% match from BAPPG); FY 04/05 - \$20,000 (with 75% match from BAPPG); FY 05/06 - \$15,000 (with 100% match from BAPPG); FY 06/07 - \$15,000 (with 75% match from BAPPG); FY 07/08 through FY 08/09 - \$15,000 (with 100% match from BAPPG); FY 09/10 - \$30,000 (with 33% match from BAPPG); FY 00/11 through FY 11/12 - \$25,000 (with 40% match from BAPPG); FY 12/13 - \$40,000 (with 25% match from BAPPG); FY 13/14 - \$0 / accumulated funds; FY 14/15 - \$50,000 (with 20% match from BAPPG); FY 15/16 - \$40,000 (with 25% match from BAPPG); FY 16/17 - \$30,000 (with 33% match from BAPPG); FY 17/18 through FY 20/21- \$50,000 (with 20% match from BAPPG)

Status: Ongoing

Deliverable(s): “Core” materials = 30 “Less-Toxic Pest Management” fact sheets (15 English and 15 Spanish); Shelf talkers / tags; Posters and poster header signs; Decals; Shelf signs; Annual lists of less-toxic products; Annual list of participating stores; Employee trainings; Survey of store employees (1999); Evaluation of 1998 to 1999 sales data (1999); *Regional IPM Partnership: Our Water, Our World Promotion – Final Report 1999* (April 2000); Newsletter (January 2001); Employee Handout (January 2001); General Flyer (January 2001); Literature racks; Literature rack signage; *Regional IPM Partnership: Our Water, Our World Promotion – Regional Evaluation Report 2002-2003* (June 2003); *Regional IPM Partnership: Our Water, Our World Program – Regional Evaluation Report 2003-2004* (July 2004); Print ads (magazines, movie theaters, and transportation signage); Website-redesigned, including Ask-the-Expert feature (January 2009); Redesigned all graphics, including logo to modernize look (January 2015); Pocket-sized Product Guide and Dispenser (April 2016); Website rebuilt to keep pace with software developments (April 2016); Revised line of fact sheets – adding several and removing with low demand – to new mix of 18 English and 4 Spanish (April 2020); Website recreated to keep pace with changing aesthetics and refocus on just *Our Water, Our World* Program (April 2021)

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“Non-core” materials (i.e., not developed or purchased with BASMAA funds) include: Training manuals; Banners, Stand-up turtles; T-shirts, Reference books; Literature racks; Beneficial insects poster; “Business” cards; Training videos (3); “RSVP” card; Pocket folders; Cover sheet for fact sheets; Print ads; Property labels; Magnets; Booklets; Guides; Notice flyer; Website-original, including Ask-the-Expert feature
