Project: Mobile Cleaner Outreach Scoping Study

Description: The purpose of this project was to scope out the mobile cleaning business sector, and based on that investigation provide recommendations for next steps. The project involved developing a mailing list database of mobile cleaners in the Bay Area categorized by type of activity (e.g., surface cleaning, carpet cleaning), and an outreach strategy. In addition, a “simple message” outreach piece was developed for immediate use.

FY: 94/95

Overseer: Executive Board

Contracting Agency: BASMAA

Contractors: Bay Area Pollution Prevention Group / Michelle Friedland

Budget: $4,170

Status: Done

Deliverable(s): Project report; mailing list database; distribution strategy; regional program concepts; and “simple message” outreach piece – Outdoor Cleaning: Where does the water go? – Guidelines for disposal of washwater from outdoor cleaning projects (July 1995)