



B A S M A A

- 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)
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