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## B A S M A A

**Project:** Got Ants? Outreach to Reduce Water Quality Impacts from Residential Ant Control

**Description:** This project was funded through a Pest Management Alliance Grant (PMAG) from the California Department of Pesticide Regulation (DPR) to the Association of Bay Area Governments (ABAG) / San Francisco Estuary Partnership (SFEP). BASMAA was engaged as a subcontractor on the project.

The Got Ants? project was conceived as a community-based social marketing project to do public outreach on residential ant issues, which had been tied to the pesticides and pesticide application practices of greatest concern for surface water quality in California. Numerous findings of stream toxicity had brought concerns about pyrethroid and fipronil use to the fore for regulators and scientists, who continued to work to understand how these registered and currently used pesticides were impacting waters and what could be done to address these impacts. This project took aim at the outreach angle: what resources does the average citizen with an ant problem need to help him/her make a less toxic choice to manage the ants. Taking advantage of recent advances in thinking about public outreach, the project was used to create a community-based social marketing, or CBSM outreach project as opposed to a traditional information-based outreach project. The Got Ants? project worked with a multidisciplinary team to develop a suite of outreach materials and disseminate that outreach through numerous partners and avenues.

The project objectives were:

1. Identify target audience, select target behavior for campaign, and determine barriers and motivators
2. Develop campaign materials
3. Launch and conduct campaign
4. Evaluate campaign's effectiveness

BASMAA's role was to manage, administer, and provide oversight for the outreach subconsultant (S. Groner Associates (SGA)). SGA developed advertising concepts, print ads, ad placements, a website and several related elements, a grassroots engagement plan, and an evaluation plan; as well as assisted in securing earned media for the project.

**FY:** 11/12 through 13/14

**Grantor:** Department of Pesticide Regulation

**Overseer:** Board of Directors

## Got Ants? Outreach to Reduce Water Quality Impacts from Residential Ant Control

### **Contracting**

**Agency:** ABAG / SFEP

**Contractors:** SGA

**Participants:** BASMAA, BACWA, UC IPM, San Francisco Environment, Sacramento County, BIRC, City of San Jose, SCVURPPP, Santa Monica Bay Restoration Commission, Morro Bay National Estuary Program, San Francisco Bay Regional Water Board, UC Riverside, Alameda Countywide Clean Water Program, National Pest Management Association

**Budget:** \$3,065 (BASMAA) \$94,483 (SGA) (Total Grant = \$200,000)

**Status:** Done

**Deliverable(s):** Subcontracts; Progress Reports / Invoices; Final Report

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