



---

# B A S M A A

**Project:** Greener Pesticides for Cleaner Waterways

**Description:** The purpose of the project was to conduct an advertising campaign to reach a critical mass of Bay Area residents and partner with local retail stores to provide training to local retail store employees to promote less toxic pesticide options to their customers throughout the Bay Area. The project has a goal of 5% reduction in Bay Area residents applying pesticides within their households. The Association of Bay Area Governments (ABAG) / San Francisco Estuary Partnership (SFEP) partnered with regional associations and local municipal stormwater and sewer districts to produce outreach materials, including a website, radio PSA, and TV ads as part of the project's campaign.

This project was funded through a San Francisco Bay Water Quality Improvement Fund (WQIF) grant from the U.S. Environmental Protection Agency (EPA) to ABAG / SFEP. BASMAA was engaged as a subcontractor on the project that in turn, subcontracted IPM Advocates to support 14 selected retail stores in participating in the *Our Water, Our World* Program. The project tasks were:

- Hold trainings for store employees
- Hold public outreach events
- Keep each store stocked with *Our Water, Our World* Program materials
- Encourage stores to grow sales of less-toxic pest management products
- Administer progress reports and invoices

**FY:** 12/13 through 14/15

**Grantor:** U.S. Environmental Protection Agency

**Overseer:** Board of Directors

**Contracting Agency:** ABAG / SFEP

**Contractors:** IPM Advocates Bontempo, Graves, Griffin, Lavell, Levy, Perkins, Rogers, Tidd

**Participants:** BASMAA, BACWA, BAPPG, City of San Jose, Alameda County, SCVURPPP

**Budget:** \$41,690 (BASMAA / IPM Advocates) (Total Grant = \$250,000)

**Status:** Done

**Deliverable(s):** Subcontracts; Progress Reports / Invoices; Evaluation Summary

---