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## 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

Early in 1998, two regional consortia of water pollution prevention agencies, the Bay Area Stormwater Management Agencies Association (BASMAA) and the Bay Area Pollution Prevention Group (BAPPG), agreed to spend FY 98/99 funds to regionalize the pilot promotion. Soon after, local and county agencies began to sign on for the 1999 gardening season. Early in the regional planning process it became clear that a program of this scope would require significant coordination, and that it would be necessary to have a regional coordinator with the necessary skills to moderate meetings, prepare minutes, and facilitate inter-agency coordination. The Palo Alto RWQCP provided resources to support a coordinator for the regional committee. BASMAA took on this role starting in 2013.

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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.

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

**Overseer:** Regional IPM Partnership Committee (FY 98/99 – FY 09/10)  
BASMAA Public Information / Participation Committee (FY 10/11 – 2021)

**Contracting**

**Agency:** Various agencies (FY 98/99 – FY 09/10); BASMAA (FY 10/11 – 2020)

**Contractors:** (in approximate order of engagement) 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; GreenerPrinter; Suzanne Bontempo; ChinookBook; HostGator; Riot; Sign-a-rama; 1&1 Internet; David Perkins; Steven Zien; Yebo Group; Lori Baumgartner; Darleen Halsted; Patrice Hanlon; Lisa Ratusz; Sheri Stoppa; Beverly Catli Design; Julie Barbour; Charlotte Canner; Lorenzo Levinger; L&L Trade Show; PixPalette

**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

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**Deliverable(s):** “Core” materials (in alphabetical order) include: Activity Guide for Kids - *Pest or Pal*; Fact sheets (English and Spanish); Literature Rack; Literature Rack Signage (header and side panels); Participating Agencies and Stores List; Product Guide and Dispenser; Product Lists of Less-Toxic Products; Shelf Talker / Tag; *The 10 Most Wanted Bugs in Your Garden* Brochure; Website

“Other” materials (not required for program or not produced every year or not developed or purchased with BASMAA funds) (in alphabetical order) include: Banner; Booklet – *Pests Bugging You*; Business Card; Calendar – Pest; Cover Page (fact sheets); Decal; End Cap; Fast Facts; Flier – General, Flier – Notice; Flier – *Professional Help*; Good Bug Tub; How Products Work Fact Sheet; IPM Tips; Magnet; Name Badge; Media Coverage (Written articles; Public service announcements, Press releases, TV and radio stories / segments); Note Pad – Shelf; Pocket Folder; Poster - Beneficial Insects; Powdery Mildew Handout; Print Ads (magazines, movie theaters, and transportation signage); Property Label; QR Codes Sheets (literature rack and flier); Recommendations; Reference Books; “RSVP” Card; Spotted Cucumber Beetles Flier; Stand-up Turtle; T-Shirt; Training Manuals; Training Videos; Webinars / Educational Videos

Reports: 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 Flier (January 2001); *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); *Annual Reporting for FY 2009-2010, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2010); *Annual Reporting for FY 2010-2011, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2011); *Annual Reporting for FY 2011-2012, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2012); *Annual Reporting for FY 2012-2013, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2013); *Annual Reporting for FY 2013-2014, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2014); *Annual Reporting for FY 2014-2015, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2015); *Annual Reporting for FY 2015-2016, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2016); *Annual Reporting for FY 2016-2017, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit* (September 2017); *Annual Reporting for FY 2017-2018, Regional Supplement for Training and Outreach, San Francisco Bay Area*

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*Municipal Regional Stormwater Permit (September 2018); Annual Reporting for FY 2018-2019, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit (September 2019); Annual Reporting for FY 2019-2020, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit (September 2020); Annual Reporting for FY 2020-2021, Regional Supplement for Training and Outreach, San Francisco Bay Area Municipal Regional Stormwater Permit (September 2021)*

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