

Our Water, Our World Excerpts

Annual Reporting for FY 2020-2021

**Regional Supplement for
Training and Outreach**

**San Francisco Bay Area
Municipal Regional Stormwater Permit**

**Bay Area Municipal Stormwater
Collaborative**

September 2021

**MRP Regional Supplement for Training and Outreach
Annual Reporting for FY 2020-2021**

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LIST OF ATTACHMENTS:

C.9.e.ii.(1) Point of Purchase Outreach

Home Depot Letter of Support

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mobile business inventories, BMP requirements, enforcement action information, and education.

BASMAA's long-standing [Surface Cleaner Training and Recognition Program](#) addresses the BMP and training aspects of the provision by focusing on the most common type of outdoor cleaning – cleaning of flat surfaces like sidewalks, plazas, parking areas, and buildings. Individual Permittees address the inspection and enforcement aspects of the provision.

Cleaners that take the web-based training and a self-quiz are designated by BASMAA as Recognized Surface Cleaners. BASMAA also created and provides marketing materials for use by Recognized Surface Cleaners. Cleaners can use the website to get trained and recognized for the first time or renew their training and recognition, as required annually. Recognized cleaners can also download marketing materials from the website. Potential customers, including Permittees can use the site to verify the recognition status of any cleaner, as can municipal inspectors.

Public Information and Outreach

C.7.c.ii.(1) Stormwater Point of Contact

This provision requires:

Each Permittee shall maintain and publicize one point of contact for information on stormwater issues, watershed characteristics, and stormwater pollution prevention alternatives. This point of contact can be maintained individually or collectively and Permittees may combine this function with the spill and dumping complaint central contact point required in C.5.

BASMAA assists with this provision by using the regional website: [BayWise.org](https://baywise.org) to list or link to member programs' lists of points of contact and contact information for the stormwater agencies in the Bay Area (<https://baywise.org/about/>).

Pesticides Toxicity Control

C.9.e.ii.(1) Point of Purchase Outreach

This provision requires Permittees to:

- *Conduct outreach to consumers at the point of purchase;*
- *Provide targeted information on proper pesticide use and disposal, potential adverse impacts on water quality, and less toxic methods of pest prevention and control; and*
- *Participate in and provide resources for the "Our Water, Our World" program or a functionally equivalent pesticide use reduction outreach program.*

The Annual Reporting provision requires:

Outreach conducted at the county or regional level shall be described in Annual Reports prepared at that respective level; reiteration in individual Permittee reports is

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discouraged. Reports shall include a brief description of outreach conducted..., including level of effort, messages and target audience. (The effectiveness of outreach efforts shall be evaluated only once in the Permit term, as required in Provision C.9.f. [Ed. C.9.g]).

Below is a report of activities and accomplishments of the *Our Water, Our World* program for FY 2020-2021. Store employee trainings and vendor outreach events were not conducted in FY 2020-2021 due to COVID-19 related safety concerns.

- Coordinated program implementation with major chains Home Depot and Ace Hardware National.
 - Home Depot Corporate (Atlanta) directed support of the program with their stores (see Attachment).
- Coordinated a bulk print of fact sheets, shelf tags, literature rack display signage, *10 Most Wanted* brochures, *Pest or Pal Activity Guide for Kids*, custom-designed product guide dispensers, and two versions of product guides (Home Depot and generic), from which participating agencies could purchase materials.
- Conducted monthly seasonal pests meetings with IPM Advocates for the month/season ahead.
- Updated less-toxic Product List for Home Depot.
- Updated the overall look and navigation of the [Our Water, Our World website](#).

Attachments

Point of Purchase Outreach

Home Depot Letter of Support



**Interoffice
MEMORANDUM**

DATE: January 11, 2021

TO: California Store Managers, D28 ASMs and Department Heads

FROM: Ron Jarvis

CC: Steve Knott, Scott Jacobson

SUBJECT: Our Water Our World training

OUR WATER, OUR WORLD is a coalition of organizations whose purpose is to encourage consumers to use less toxic pest controls in and around their homes. They specialize in retail friendly education. Their goal is not to alienate consumers by telling them what they can't use, but instead their information focuses on less toxic pest management and ties into products currently on our shelves.

An Our Water, Our World (OWOW) representative will be in your store to help train employees and label less-toxic products with shelf-talkers. The representative may also schedule a tabling event to educate consumers. This ties in well with "How-to" weekend events. The representative will display a sampling of excellent less toxic and Eco Options products off our shelves. They will provide free informational literature and a wealth of knowledge and experience. Please enjoy this additional help in your store.

A representative will contact you before the training or demonstration date to arrange details. Please contact Suzanne Bontempo at (415) 317-0475 if you have any questions.

Thank you

A handwritten signature in black ink that reads "Ron Jarvis". The signature is written in a cursive, flowing style.

from the desk of.....

Ron Jarvis
Merchandising Vice President – Sustainability
THE HOME DEPOT USA, INC.
2455 Paces Ferry Road
Atlanta, GA 30339
(770) 384-4835
Fax (770) 384-4411