

Annual Reporting for FY 2023-2024

Regional Supplement for Training and Outreach

San Francisco Bay Area Small MS4 Permit Implementation

Bay Area Municipal Stormwater Collaborative (BAMSC) Phase II Subcommittee

B A M S C



September 2024

Table of Contents**Page****Table of Contents****Page**

Introduction	2
Training - Mobile Cleaning Training and Recognition Program	4
Public Information and Outreach - BayWise Website	6
<i>Pesticides Toxicity Control - Our Water, Our World Program</i>	6

List of Attachments

Our Water, Our World Program

- Our Water Our World Annual Summary Report (CASQA)
- Including: Home Depot Letter of Support

Introduction

This report provides information on regionally implemented activities complying with portions of the Small Municipal Separate Storm Sewer System (MS4) [Phase II Permit](#) issued by the State Water Resources Control Board (Water Board). The Phase II Permit covers stormwater discharges from 24 municipalities and special districts (Permittees) in the North San Francisco Bay Area. In June 2014, the Bay Area Stormwater Management Agencies Association (BASMAA) sent a letter to the San Francisco Bay Regional Water Quality Control Board's Executive Officer on behalf of the Region 2 Phase II Permittees. The letter indicated that the Phase II Permittees would fulfill the outreach and education requirements within their jurisdictional boundaries through a combination of options including contributing to a regional effort through BASMAA. This report covers training and outreach activities implemented by BASMAA, now the Bay Area Municipal Stormwater Collaborative (BAMSC) and the California Stormwater Quality Association (CASQA) related to the following Phase II Permit provisions:

- E.7.a.(ii)(c) and F.5.b.2.(ii)(c) Develop and convey a specific stormwater message that focuses on the following:
 - 1) Local pollutants of concern
 - 2) Target audience
 - 3) Regional water quality issues
- E.7.a.(ii)(d) and F.5.b.2.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g., the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);
- E.7.a.(ii)(f) and F.5.b.2.(ii)(e) Distribute the educational materials, using whichever methods and procedures determined appropriate during development of the public education strategy;
- E.7.a.(ii)(g) and F.5.b.2.(ii)(f) Convey messages to explain the benefits of water-efficient and storm water-friendly landscaping, using existing information if available;
- E.7.a.(ii)(i) and F.5.b.2.(ii)(i) Develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers;
- E.7.a.(ii)(j) and F.5.b.2.(ii)(j) Within the Permittee's jurisdiction, provide independent, parochial, and public schools with materials to effectively educate school –age children about storm water runoff and how they can help protect water quality habitat in their local watershed(s);
- E.7.a.(ii)(k) and F.5.b.2.(ii)(k) Develop (or coordinate with existing, effective programs) and convey messages specific to reducing discharges from pressure washing operations, and landscape irrigation and for E.7.a.(ii)(k) only, organized

car washes and mobile cleaning;

- E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction;
- E.7.a.(ii)(m) Develop and convey messages specific to mobile cleaning and pressure wash businesses; and
- E.15.d Diazinon Total Maximum Daily Load TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit).

One or more of the following three regional programs or projects conducted by BASMAA/BAMSC and CASQA addresses the following Permit provisions.

Provision	Mobile Cleaner Training and Recognition Program	BayWise Website	Our Water, Our World Program
E.7.a.(ii)(c) F.5.b.2.(ii)(c)		X	X
E.7.a.(ii)(d) F.5.b.2.(ii)(d)		X	X
E.7.a.(ii)(f) F.5.b.2.(ii)(e)			X
E.7.a.(ii)(g) F.5.b.2.(ii)(f)			X
E.7.a.(ii)(i) F.5.b.2.(ii)(i)			X
E.7.a.(ii)(j) F.5.b.2.(ii)(j)			X
E.7.a.(ii)(k) F.5.b.2.(ii)(k)	X		
E.7.a.(ii)(l) F.5.b.2.(ii)(l)	X	X	
E.7.a.(ii)(m)	X		
E.15.d		X	X

These regionally or statewide implemented activities are conducted under the auspices of BASMAA, now BAMSC¹ or through CASQA. Most of the 2023-2024 annual reporting requirements of the specific Permit provisions covered in this report are completely met by regional or statewide projects and programs, except where otherwise noted herein or by Permittees in their reports.

Training

Mobile Cleaning Training and Recognition Program

This program addresses the following Phase II Permit provisions:

- E.7.a.(ii)(k) and F.5.b.2.(ii)(k) Develop (or coordinate with existing, effective programs) and convey messages specific to reducing discharges from pressure washing operations, and landscape irrigation and for E.7.a.(ii)(k) only, organized car washes and mobile cleaning;
- E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction; and
- E.7.a.(ii)(m) Develop and convey messages specific to mobile cleaning and pressure wash businesses.

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. During the 2023-24 year, BAMSC worked to update some guidance materials and provide additional Spanish-language program materials available on the website.

¹ In late FY 20-21, BASMAA dissolved as a formal non-profit organization and its members continued to meet as an informal organization under the name Bay Area Municipal Stormwater Coalition (BAMSC). Phase II BAMSC members jointly prepared this Regional Supplement for FY 23-24.

Public Information and Outreach

BayWise Website

This project addresses the following Phase II Permit provisions:

- E.7.a.(ii)(c) and F.5.b.2.(ii)(c) Develop and convey a specific stormwater message that focuses on the following:
 - 1) Local pollutants of concern
 - 2) Target audience
 - 3) Regional water quality issues
- E.7.a.(ii)(d) and F.5.b.2.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g., the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements, and websites);
- E.7.a.(ii)(l) and F.5.b.2.(ii)(l) Conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction; and
- E.15.d Diazinon TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit).

BAMSC members use the information provided through the regional website [BayWise.org](https://www.baywise.org) to assist with outreach efforts under these provisions.

Pesticides Toxicity Control

Our Water, Our World Program

The *Our Water, Our World* program: addresses the following Phase II Permit provisions:

- E.7.a.(ii)(c) and F.5.b.2(ii)(c) Develop and convey a specific stormwater message that focuses on the following:
 - 1) Local pollutants of concern
 - 2) Target audience
 - 3) Regional water quality issues
- E.7.a.(ii)(d) and F.5.b.2(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, stenciling at storm drain inlets, radio advertisements, television advertisements,

and websites);

- E.7.a.(ii)(f) and F.5.b.2(ii)(e) Distribute the educational materials, using whichever methods and procedures determined appropriate during development of the public education strategy;
- E.7.a.(ii)(g) and F.5.b.2(ii)(f) Convey messages to explain the benefits of water-efficient and storm water-friendly landscaping, using existing information if available;
- E.7.a.(ii)(i) and F.5.b.2(ii)(i) Develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers;
- E.7.a.(ii)(j) and F.5.b.2(ii)(j) Within the Permittee's jurisdiction, provide independent, parochial, and public schools with materials to effectively educate school –age children about storm water runoff and how they can help protect water quality habitat in their local watershed(s); and
- E.15.d Diazinon Total Maximum Daily Load TMDL: Conduct outreach to residents and pest control applicators on less toxic methods of pest control (requirement applies only to cities, towns and counties named in the TMDL and/or in Attachment G of the Phase II Permit).
- BAMSC permittees that are subscribers to the California Stormwater Quality Association (CASQA) OWOW Program support the statewide activities like product lists, fact sheet updates, OWOW website and the development of an IPM advocate training program (See the attached *Our Water Our World Annual Summary Report* from the California Stormwater Quality Association (CASQA) for details of the annual program accomplishments.

Attachments

Outreach Program Summary

Our Water Our World Annual Summary Report



California Stormwater Quality Association®

Dedicated to the Advancement of Stormwater Quality Management, Science and Regulation

Our Water Our World 2024 Annual Report

Prepared by the California Stormwater Quality Association

August 2024

Preface

ADVANCING SUSTAINABLE STORMWATER MANAGEMENT

The California Stormwater Quality Association (CASQA) is a nonprofit corporation that advances sustainable stormwater management protective of California water resources. With well over 2,000 members, CASQA's membership is comprised of a diverse range of stormwater quality management organizations and individuals, including cities, counties, special districts, federal agencies, state agencies, ports, universities and school districts, wastewater agencies, water suppliers, industries, and consulting firms throughout the state. Collectively, CASQA represents over 34 million people in California.

CASQA's [*Vision for Sustainable Stormwater Management*](#)¹ (Vision) defines the actions needed to manage stormwater as an essential component of the state's water resources, support human and ecological needs, protect water quality, and enhance and restore California's waterways. There are four guiding principles to achieve this Vision. Like the legs of a chair, each Principle is essential and all four must be in place to support the whole.

Principle #1: Program Implementation: Projects and programs that use stormwater as a resource, protect water quality and beneficial uses, and efficiently minimize pollution are critical for sustainable stormwater management. Stormwater capture and true source control (identifying and mitigating a pollutant at its source) are the primary drivers of these solutions, with effective BMPs providing an important supportive role.

Principle #2: Permits, Regulations, and Legislation: Permits, regulations, and legislation need to focus on effectiveness and desired outcomes to support sustainable stormwater management. Regulatory and legislative actions must align with and support the other components of the Vision – advancing stormwater capture, true source control, and effective BMPs, increasing public education and awareness focused on stormwater as a resource, and securing funding to support these solutions.

Principle #3: Public Education: Public awareness, understanding, and support is essential to sustainable stormwater management. The key shift is viewing stormwater as a resource that must be protected and integrated into overall water resource management.

Principle #4: Funding: Significant financial investment is required to achieve sustainable stormwater management. Stormwater is the most underfunded portion of the water sector and substantial funding is needed to bring these solutions forward.

OUR WATER, OUR WORLD ANNUAL REPORT

The Our Water, Our World (OWOW) program advances Principle #1 by focusing on true source control to address the use of Current Use Pesticides. CASQA has identified Current Use Pesticides as a [*Water Quality Priority*](#), requiring solutions at a statewide scale. OWOW also advances Principle #3 through its public education components. The goal of OWOW is to support a statewide integrated pest management (IPM) outreach program that provides direct to consumer information and education on less-toxic IPM practices. This report describes the OWOW program activities from July 2023 through June 2024.

Acknowledgements

This report was prepared by CASQA with support from Suzanne Bontempo.

OWOW is funded by CASQA, the organizations implementing the OWOW program (see Table 1 in Section 2 of this report) and is sponsored by the Bay Area Clean Water Association (BACWA).

¹ https://www.casqa.org/wp-content/uploads/2022/10/final_-_vision_for_sustainable_stormwater_management_-_10-07-2020.pdf

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Table of Contents

Preface	2
Section 1. Introduction	5
Section 2. Program Elements	5
2.1 Integrated Pest Management (IPM) Advocates	5
2.2 Educational Materials	5
2.3 Trade Shows	6
Section 3: Partnerships	6
Section 4. Annual Program Implementation	10
4.1 IPM Advocates	10
4.2 Educational Outreach Materials	10
4.3 Vendor Outreach	12
4.4 Training and Outreach for Retailers and Consumers	12
Section 5. Program Development	13
5.1 Updates in Progress	13
5.2 Future Considerations	13
Appendix A: Example Outreach Materials	
Appendix B: 2024 Home Depot Product List	
Appendix C: 2024 Ace Hardware Product List	
Appendix D: CASQA Partnership Letter to The Home Depot	
Appendix E: The Home Depot Support Letter	

Section 1. Introduction

Our Water, Our World (OWOW) is an award-winning partnership between municipal agencies and garden centers and hardware stores that sell pest control products. Initiated in 1998, the program focuses on less-toxic, eco-friendly products and techniques as many common pesticides are harmful to sensitive species and ecosystems when they reach local creeks, bays, and the ocean.

OWOW started as a pilot project in 1998, in just a handful of stores, initiated by the Central Contra Costa County Sanitation District, the City of Palo Alto Regional Water Quality Control Plant, and the Marin Countywide Stormwater Pollution Prevention Program. The program quickly grew and was administered by the former Bay Area Stormwater Management Agencies Association from 1999 – 2021. During that time, over 130 agencies in 16 counties implemented the program, working in approximately 239 stores. Starting in January 2022, the program was transferred to the California Stormwater Quality Association (CASQA), with the goal of providing statewide access to this important and successful outreach program.

From a stormwater management perspective, OWOW is an excellent opportunity and cost-efficient way to educate the public and reduce toxicity in waterways from current use pesticides. Several municipalities utilize OWOW to meet permit requirements, including the San Francisco Bay Area Municipal Regional Permit², the Central Valley Region-wide MS4 Permit³, and the Phase II – Small MS4 General Permit⁴.

Section 2. Program Elements

The OWOW program consists of several elements, which are integral to its effectiveness.

2.1 INTEGRATED PEST MANAGEMENT (IPM) ADVOCATES

IPM Advocates are individuals who have been trained on how to engage with retailers and the public. They provide local implementation of the program on behalf of participating agencies. Local implementation generally consists of coordinating with participating retailers to provide in-store displays, shelf tags, in-store presentations and training, and advice to customers about pest management methods that are healthier for people and the environment. Additionally, IPM Advocates receive annual continuing education and training.

2.2 EDUCATIONAL MATERIALS

In the store, consumers are directed to less-toxic products and techniques through:

- Fact sheet displays near pest products to educate the public on a wide range of pest management topics.
- Shelf tags to guide customers to less-toxic products.
- Display posters with QR codes linking directly to the [OWOW website](#) and fact sheets.

² Municipal Regional Stormwater NPDES Permit, California Regional Water Quality Control Board – San Francisco Bay Region, 2022. Order R2-2022-0018, NPDES NO. CAS612008, as amended, CA.

³ NPDES Permit and Waste Discharge Requirements General Permit for Discharges from MS4s, California Regional Water Quality Control Board – Central Valley, 2016. Order R5-2016-0040, NPDES NO. CAS0085324, CA

⁴ NPDES Permit and Waste Discharge Requirements for Storm Water Discharges from Small MS4s, California State Water Resources Control Board, 2013. Water Quality Order 2013-0001-DWQ, NPDES General Permit No. CAS0000004, as amended, CA.

On the OWOW website, consumers can view the following:

- All 18 fact sheets.
- Stores participating in the OWOW program.
- Lists of less-toxic products and active ingredients.

2.3 TRADE SHOWS

OWOW representatives provide exhibits annually at trade shows to educate store buyers on less-toxic products. Participation in these events helps ensure stores carry less-toxic products.

Section 3: Partnerships

The program is administered by CASQA, implemented by local cities and counties, with IPM Advocates and University of California Statewide IPM Program (UC IPM) serving as collaborative partners.

CASQA manages and provides the central services necessary to operate and maintain the OWOW program, including the development of education materials (e.g., less-toxic product lists, label files, and active ingredient lists), creation and updates of outreach materials, operation and updates to the OWOW website, vendor (i.e., retail partners and pesticide distributors) outreach, preparation of an annual report, fulfillment of outreach materials orders, and program management and development.

Municipal agencies subscribe to OWOW through CASQA and implement the OWOW program in their local retail stores by contracting with IPM Advocates, using municipal staff or other contractors. Implementation may occur by a single agency at stores within their jurisdiction or organized at a regional scale, where agencies combine resources to implement the OWOW program at select stores used by multiple jurisdictions. In addition, municipal agencies conduct outreach to inform residents about the OWOW program. Table 1 provides the list of agencies implementing OWOW as of June 30, 2024. Bay Area Clean Water Agencies (BACWA) continues to support the OWOW program as a sponsor.

IPM Advocates are trained individuals that support local implementation of the OWOW program. They provide retail stores, nurseries, hardware stores, and garden centers direct to consumer information IPM tools, products, and practices. IPM Advocates are the link between the municipalities and the retailers where they reach consumers. Suzanne Bontempo was contracted by CASQA to coordinate the IPM Advocates to keep continuity within the program, hold regular meetings to communicate updates on new pests and new pest management techniques, update less-toxic product lists, and maintain the outreach material. The active IPM Advocates include Suzanne Bontempo, Julie Barbour, and Maris Sidenstacker.

The UC IPM Program provides research and expertise on IPM practices promoted throughout the state and maintains a website of less-toxic IPM for nearly 1,000 home, garden, landscape, and turf pests. Karey Windbiel-Rojas, Associate Director for Urban and Community IPM, UC IPM Program has been involved with the IPM Advocate program since its inception and continues to assist with advocate training, technical resources on pest management practices, and as a liaison with UC resources.

Table 1. Agencies Implementing OWOW

Bay Area and Northern California

Alameda County	City of Martinez
Alameda County Flood Control & Water Conservation District	City of Menlo Park
Alameda Countywide Clean Water Program	City of Mill Valley
City of Alameda	City of Millbrae
City of Albany	City of Milpitas
City of American Canyon	City of Monte Sereno
City of Antioch	City of Mountain View
City of Belmont	City of Napa
City of Belvedere	City of Newark
City of Benicia	City of Novato
City of Berkeley	City of Oakland
City of Brentwood	City of Oakley
City of Brisbane	City of Orinda
City of Burlingame	City of Pacifica
City of Calistoga	City of Palo Alto
City of Campbell	City of Petaluma
City of Clayton	City of Piedmont
City of Cloverdale	City of Pinole
City of Concord	City of Pittsburg
City of Cotati	City of Pleasant Hill
City of Cupertino	City of Pleasanton
City of Daly City	City of Redwood City
City of Dublin	City of Richmond
City of East Palo Alto	City of Rohnert Park
City of El Cerrito	City of San Bruno
City of Emeryville	City of San Carlos
City of Fairfield	City of San Jose
City of Foster City	City of San Leandro
City of Fremont	City of San Mateo
City of Half Moon Bay	City of San Pablo
City of Hayward	City of San Rafael
City of Healdsburg	City of San Ramon
City of Hercules	City of Santa Clara
City of Lafayette	City of Santa Rosa
City of Larkspur	City of Saratoga
City of Livermore	City of Sausalito
City of Los Altos	City of Sebastopol
	City of South San Francisco

Bay Area and Northern California (Continued)

City of St. Helena
City of Suisun City
City of Sunnyvale
City of Ukiah
City of Vallejo
City of Walnut Creek
Contra Costa Clean Water Program
Contra Costa County
Contra Costa County Flood Control and Water Conservation District
Fairfield-Suisun Sewer District
Marin County
Marin County Flood Control and Water Conservation District
Marin Countywide Stormwater Pollution Prevention Program
Mendocino County
Napa County
Napa County Flood Control and Water Conservation District
Napa Countywide Stormwater Pollution Prevention Program
Russian River Watershed Association
San Mateo County
San Mateo Countywide Water Pollution Prevention Program
Santa Clara County
Santa Clara Valley Urban Runoff Pollution Prevention Program
Santa Clara Valley Water District (Valley Water)
Solano Stormwater Alliance
Sonoma County
Sonoma County Water Agency
The San Mateo County Flood and Sea Level Rise Resiliency District
Town of Atherton
Town of Colma
Town of Corte Madera
Town of Danville
Town of Fairfax
Town of Hillsborough
Town of Los Altos Hills
Town of Los Gatos

Town of Moraga
Town of Portola Valley
Town of Ross
Town of San Anselmo
Town of Tiburon
Town of Windsor
Town of Woodside
Town of Yountville
Union City
Vallejo Flood and Wastewater District
Zone 7 Water Agency

Central Valley, Tahoe, and Inland Areas

Butte County
City of Ceres
City of Citrus Heights
City of Davis
City of Dixon
City of Elk Grove
City of Escalon
City of Folsom
City of Galt
City of Lathrop
City of Lincoln
City of Lodi
City of Manteca
City of Merced
City of Modesto
City of Newman
City of Patterson
City of Rancho Cordova
City of Ripon
City of Riverbank
City of Rocklin
City of Roseville
City of Sacramento
City of Stockton
City of Tracy
City of Turlock
City of Woodland

**Central Valley, Tahoe, and Inland
Areas (Continued)**

City of Yuba City
El Dorado County
Fresno Metropolitan Flood Control District
Mountain House Community Service District
Sacramento County
Sacramento Stormwater Quality Partnership
San Joaquin County
Stanislaus County

Central Coast

City Buellton
City of Buellton
City of Carmel-by-the-Sea
City of Carpinteria
City of Del Rey Oaks
City of Goleta
City of Guadalupe
City of Lompoc
City of Marina
City of Monterey
City of Pacific Grove
City of Sand City
City of Santa Barbara
City of Santa Maria
City of Seaside
City of Solvang
Monterey Regional Storm Water Management
Program
Monterey County
Santa Barbara County

Southern California

City of Santa Clarita

Sponsor

Bay Area Clean Water Agencies
(BACWA)

Section 4. Annual Program Implementation

This section describes the OWOW outreach services conducted between July 2023 and June 2024.

4.1 IPM ADVOCATES

After training by the University of California IPM Program, IPM Advocates are contracted by local municipalities and then assigned to stores, where they share their knowledge with staff and hold educational events for customers. Excellent relationships between the IPM Advocates and store management and staff are key to the successful promotion of less-toxic, eco-friendly products.

IPM Advocate Coordination

IPM Advocate coordination meetings were held throughout the year to communicate updates on new pests and new pest management techniques. Additionally, municipal agency staff and contractors that implement the in-store component of the OWOW program were invited to these coordination meetings to learn best practices for developing and maintaining store partnerships.

4.2 EDUCATIONAL OUTREACH MATERIALS

Educational materials include fact sheets for specific pests, gardening and pesticide applications, shelf tags to identify eco-friendly products in stores, and the OWOW website that makes the materials accessible to the public. Examples of OWOW outreach materials are provided in Appendix A and all are accessible on the [OWOW website](#).

Fact Sheets

The OWOW program has 18 fact sheets. Between July 2023 and June 2024, the *Ants*, *Yellowjackets*, *Pesticides and Water Quality*, and *Fleas* fact sheets were revised and translated into Spanish. The *Yellowjackets*, *Pesticides and Water Quality*, and *Fleas* fact sheets were new Spanish translations. Currently, 7 of the 18 fact sheets are available in Spanish, and efforts are underway to translate the entire fact sheet series. Additionally, QR codes were added to the revised and translated factsheets to help consumers easily navigate to the OWOW website.

In January 2022, posters with trackable QR codes were developed to encourage consumers to digitally access the OWOW fact sheets in pesticide aisles. These trackable QR codes record which fact sheets are viewed by consumers in retail stores. According to the data from the QR code posters, between July 2023 and June 2024, the three most viewed fact sheets were *Moles, Voles, and Gophers*, *Ants*, and *Rats and Mice*. Table 2 presents a summary of QR code scans for each fact sheet. Additionally, Figure 1 shows the frequency of QR code scans per month for the reporting period. Year over year, the QR code scans have increased 36%, from 2,145 scans between July 2022 and June 2023 to 2,929 scans between July 2023 and June 2024. This year over year increase indicates heightened consumer engagement with the OWOW program.

Website

The [OWOW website](#) provides public access to the fact sheets, the less-toxic product list, and the Store Finder, which is an interactive map to search for participating stores. Updates to the [Store Finder](#) are made on a quarterly basis. During the 2023 – 2024 reporting year, 7 stores were added to the OWOW program and made available on the Store Finder. Year over year, website visitors have increased 11%, from 15,702 unique visitors between July 2022 and June 2023 to 17,467 unique visitors between July 2023 and June 2024.

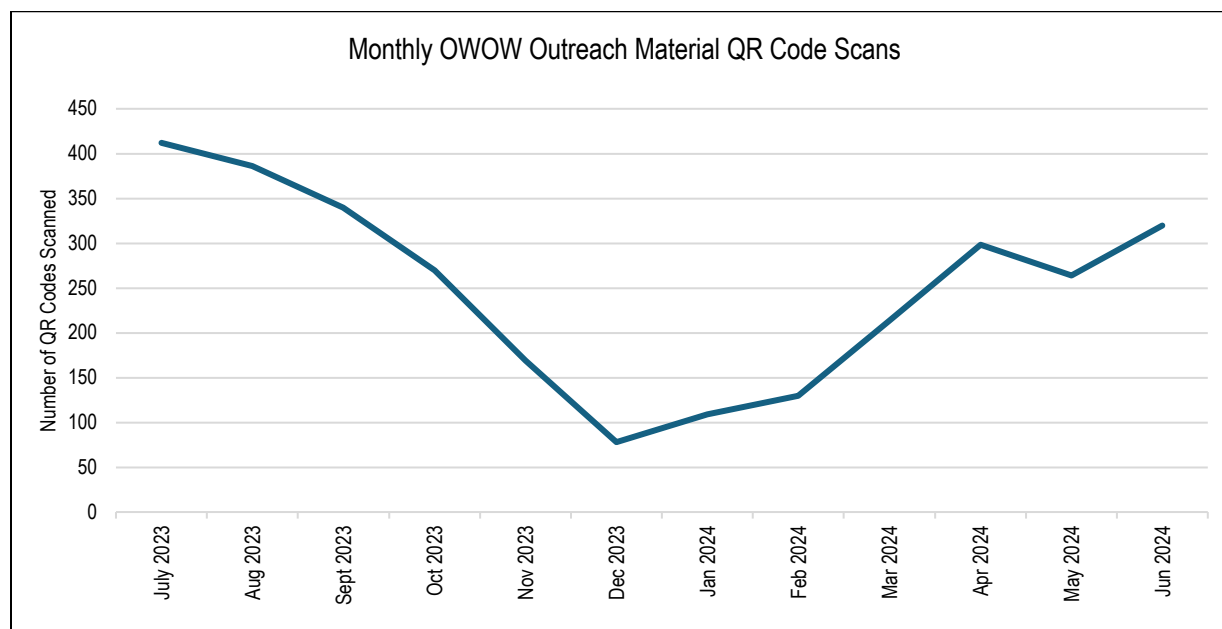
Store-based Product Lists

The store-based product lists provide the current lists of the eco-friendly products that The Home Depot and Ace Hardware stores sell each year. IPM Advocates use the store-based product lists to identify the eco-friendly products on store shelves using “shelf talkers.” Each year, the product lists are reviewed, and updates are made as needed in consultation with subject matter experts. Appendix B provides the product lists for 2024.

Table 2. QR Code Scans by OWOW Product from July 2023 to June 2024

OWOW Product	QR Code Scans	OWOW Product	QR Code Scans
Moles Voles Gophers	393	Healthy Gardens	121
Ants	243	10 Most Wanted	116
Aphids	225	Weeds	106
Rats & Mice	219	Yellowjackets	84
Cockroaches	217	Bed Bugs	73
Snails & Slugs	187	Spanish Fact Sheets	33
Mosquitoes	181	Lawns	27
Spiders	173	Hiring a Pest Company	21
Fleas	165	Pesticide Use & Disposal	21
OWOW Website	157	Pesticides & Water Quality	11
Roses	156		
Total QR Code Scans		2,929	

Figure 1. Monthly OWOW Outreach Material QR Code Scans between July 2023 and June 2024



4.3 VENDOR OUTREACH

Education of vendors and retailers on less-toxic products is a critical step to ensure stores carry less-toxic products.

Retail Partners

The OWOW program grew retail partnerships by six (6) stores during the 2023 – 2024 reporting year, resulting in a total of 288 retail stores participating in the OWOW program. The Home Depot Corporate continues to be a model retail partner and OWOW strives to replicate this partnership with other retailers and vendors. In February 2024, CASQA sent a letter to The Home Depot Corporate Sustainability Officer thanking them for their long-standing partnership with the OWOW program (see Appendix D). In March 2024, The Home Depot delivered an internal memorandum to California store managers to facilitate annual collaboration in The Home Depot stores (see Appendix E). Besides The Home Depot, OWOW retail partners include Outdoor Supply Hardware, Ace Hardware, and independent hardware and garden centers throughout California.

Trade Show Booths

Attending trade shows provides an opportunity to meet vendors, learn about the new products coming to the California marketplace, answer questions, and provide mentorship to the retail buyers. In 2023 – 2024, OWOW representatives attended the following trade show events:

- BFG Marketplace Expo, Reno, NV, October 2023 – Retailer Show
- Northern California Home & Garden Show, Sacramento CA, February 2024 – Consumer Show
- NorCal Landscape Trade Show, San Mateo, CA, February 2024 – Landscape & Garden Professional Show

4.4 TRAINING AND OUTREACH FOR RETAILERS AND CONSUMERS

IPM Advocates and local municipal agency staff/consultants conduct OWOW outreach activities to educate retailers and consumers at the local level. Local OWOW implementation activities vary between agencies. Many agencies receive tailored OWOW reports from their contracted IPM Advocate with a summary of their local OWOW data (for example, the number of trainings, the number of staff trained, and/or the number of fact sheets distributed).

IPM Advocates and local municipal agency staff/consultants provided OWOW services to approximately 288 participating retailers throughout California. Table 3 provides a summary of outreach activities between July 2023 and June 2024. These activities were funded by the stormwater programs of local municipalities.

Table 3. Summary of Outreach Activities

Audience	OWOW Outreach Activity
Retailers	288 retailers participated in the OWOW program
	122 trainings conducted
	780 retail staff trained
Direct to Consumer	211 public outreach events
	84,743 people attended these public outreach events (In person and virtually)

IPM Advocates and local municipal agency staff/consultants conducted 122 trainings and trained 780 retail store staff. The training topics include IPM and strategies for managing pest problems with less-toxic and eco-friendly products. In addition, IPM Advocates provided tips for new gardeners and how to protect gardens in the time of

drought. Education has expanded to include protecting gardens during times of drought since plants are more prone to pest problems when they are (drought) stressed.

In September 2023, The Home Depot Eco Actions Blog featured a [Q&A with a retail associate](#) discussing their experience with the OWOW program. The retail associate highlighted how the OWOW retail training program has equipped them to effectively communicate less-toxic pest control alternatives to consumers.

Retailer e-Newsletter

After receiving training, retail store associates can opt into the OWOW Retailer e-Newsletter. This biannual newsletter is emailed at the beginning of spring and fall and contains information on seasonal pest problems and eco-management solutions. These newsletters help store staff, including managers, stay current on pest problems that might be affecting their customers. Many of the managers print the OWOW newsletter and post it for all staff to review. The newsletter is delivered to 301 retail associates.

Section 5. Program Development

To support a growing demand for OWOW outreach material and IPM Advocates, efforts are underway, as well as future considerations, to advance the OWOW program.

5.1 UPDATES IN PROGRESS

Fact Sheets

In 2024, the *Aphids*, *Mosquitoes*, *Cockroaches*, and *Spiders* fact sheets are undergoing review by subject matter experts and a public communications specialist. Additionally, these fact sheets will be translated into Spanish and made available on the OWOW website. Once these fact sheet updates are complete, 11 of the 18 OWOW fact sheets will have Spanish translations.

Implementation and Guidance Handbook

To bring consistency to the OWOW program's implementation, the *Implementing an IPM Partnership: A How-To Manual* dated March 2000, will be revised to describe current practices and responsibilities for OWOW subscribing agencies, IPM Advocates, and participating retailers. The primary goal of the Implementation and Guidance Handbook is to describe the core elements of local implementation, establish an annual reporting schedule, and provide consistency in retailer trainings, materials, displays, and communication.

5.2 FUTURE CONSIDERATIONS

IPM Advocate Training Program

To operate at a statewide scale, and in a sustainable manner, certain aspects of the existing OWOW program must be formalized and expanded. In 2022, CASQA began developing an outline for an IPM Advocate Training Program. In September 2023, CASQA met with Department of Pesticide Regulation (DPR) representatives to discuss collaboration and funding opportunities for the OWOW program. Development of an IPM Advocate Training Program will require outside funding support and collaboration with partners such as UC-IPM. Once outside funding is identified, CASQA will coordinate workgroups comprised of OWOW Subscribers, current IPM Advocates, and training experts to develop the IPM Advocate Training Program.

Appendix A: Example Outreach Materials



Figure A1. Trackable QR Code Poster in Store Aisle

EFFECTIVE ECO-FRIENDLY PEST CONTROL • LESS-TOXIC PRODUCTS

CONTROLLING ANTS

IN YOUR HOME

ANT CONTROL IS EASY AS 1-2-3!		
1. Seal the source	2. Bait them	3. Monitor
<ul style="list-style-type: none">• Store food in sealed containers• Caulk and weatherstrip cracks and gaps	<ul style="list-style-type: none">• Use bait stations and sticky traps, which are more effective than sprays• Choose a bait station with borax (tetraborate decahydrate) or hydramethylnon	<ul style="list-style-type: none">• After ants are gone, watch for new ant activity• To avoid a new ant invasion, spread desiccating dust in areas where you see ants• Avoid sprays, which only temporarily get rid of ants

Argentine ants are frequent invaders in California homes. Their small size (1/8 inch) allows them to enter the home through cracks and crevices. They typically arrive a few at a time at first (the scouts), and then in long lines, following scent trails to a food source.

A QUICK FIX FOR AN ANT EMERGENCY

1. Find what ants are after (usually food or water) and where they are entering the room (usually through a crack in the wall).

2. Spray lines of ants with soapy water and wipe up. Clean up any food or spills.
3. Block entry points temporarily with a smear of petroleum jelly or a piece of tape.
4. If you can't find an entry point, place a bait station in an out-of-the-way spot on the line the ants have been following. Remember to remove the bait station when the line of ants has disappeared so you don't attract more ants into the house. (See *Tips for Using Ant Baits*.)

TIPS FOR USING ANT BAITS

Bait stations are much safer for humans, pets, and the environment than sprays. Ants carry small quantities of bait back to the nest to share, reducing the local ant population.

- Use baits with active ingredients borax/tetraborate decahydrate. Bait stations with hydramethylnon should be enclosed.
- Argentine ants change their food preferences frequently. If one bait is not working, try another type. Wait at least a day to see if ants take the bait.

- Place bait stations out of reach from children and pets. Do not spray insecticide around the bait; it will repel the ants.
- Baits may take several weeks to kill the ants. At first you may see more ants coming to the bait, but after a few days to a week you should see fewer ants.
- When ants are gone, remove the bait so you don't attract more ants. Return enclosed bait stations to the original box to save and use again. Put the box inside a sealed plastic bag, and store away from children and pets.



Choose eco-friendly products for your home and garden. Look for this symbol before you buy.

Figure A2: Ants Fact Sheet (Front)

Appendix B: 2024 Home Depot Product List

Pesticide Bays	
Amdro Gopher Traps	Hot Shot Bed Bug Killer Dust (DE)
BioAdvanced Houseplant Insect & Mite Control	Liquid Fence Deer & Rabbit Repellent
BioAdvanced Organic Tomato Vegetable & Fruit Insect Control	Mighty Mint Rodent Repellent
Bird-B-Gone Stainless Steel Bird Spikes	Monterey Nematode Control
Black Flag Roach Motel	Mosquito Dunks
Bonide Cpt Jack's Copper Fungicide	Natural Enemy Scarecrow Owl
Bonide Cpt Jack's Dead Weed Brew	Ortho Bed Bug Trap
Bonide Cpt Jack's Lawn Weed Brew	Ortho Ground Clear Weed & Grass Killer (Green Label)
Bonide Cpt Jack's Neem MAX	Preen Natural Weed Preventer
Bonide Cpt Jack's Neem Oil	Raid Ant Bait III
Bonide Cpt Jack's Orchard Spray	Raid Disposable Fly Trap
Bonide Cpt Jack's Tomato & Vegetable	Raid Fly Ribbon
Bonide Cpt Jack's Insecticidal Super Soap	Raid Fly Stick
Bonide Mole Max	Raid Window Fly Trap
Bonide Repels-All	Rescue Fly Pad
Bonide Rose Rx	Rescue Fly Trap Refill
Buggy Beds Mosquito Repellent Bands	Rescue Outdoor Fly Trap
Critter Ridder	Rescue Reusable Fly Trap
Critter Ridder Granule	Rescue W-H-Y Trap
Digger Root Guard Gopher Basket	Rescue Yellow Jacket Trap
EcoLogic Bed Bug Killer	Rescue Yellow Jacket Trap Cartridge
First Saturday Lime	Safer Brand Ant & Crawling Insect Killer (DE)
Fly Swatter	Safer Brand Ant, Roach & Spider Killer
Garden Safe Fungicide 3 (Neem Oil)	Safer Brand Diatomaceous Earth
Garden Safe Garden Insect Killer	Safer Brand Houseplant Sticky Stakes
Garden Safe Houseplant & Garden Insect Killer	Safer Brand Indoor Fly Trap
Garden Safe Insecticidal Soap	Safer Brand Indoor Fly Trap Refill Pack
Garden Safe Neem Oil Extract	Safer Brand Indoor Pest Control Multi-Insect Killer
Garden Safe Rose & Flower Insect Killer	Safer Brand Snake Shield
Garden Safe Slug & Snail Bait	Safer Brand The Pantry Pest Trap
Green Gobbler 20% Vinegar Weed Killer	Sevin 2-in-1 Disease and Insect Control
Harris Boric Acid Roach Powder	Skunk Scram
Harris Diatomaceous Earth	Southern Ag Thuricide BT
Harris Famous Roach Tablets	Spectracide Pruning Seal
Havahart Live Animal Cage Trap	Star brite Spider Away
	STEM Flying Insect Killer Kills Flies Mosquitoes Gnats
	STEM Crawling Insect Killer Kills Ants Roaches Spiders
	STEM Multi Insect Killer Kills Ants Roaches Flies

Terro Ant Killer II
Terro Fruit Fly Trap
Terro Liquid Ant Bait
Terro Multi-Surface Liquid Ant Baits
Terro Outdoor Liquid Ant Bait Stakes
Terro Spider & Household Insect Trap
Tom Cat Attractant Gel
Tom Cat Kill & Contain Mouse Trap
Tom Cat Press 'N Set Mouse Trap
Tom Cat Rat Trap
Tom Cat Rodent Block Expanding Foam
Tom Cat Rodent Repellent
Tom Cat Secure Kill Rat Trap
Victor Catch & Hold Mouse Trap
Victor Easy Set Mouse Traps
Victor Electronic Mouse Trap
Victor Electronic Rat Trap
Victor Gopher Traps
Victor Power Kill Rat Trap
Victor Rat Trap
Victor Rat-A-Way Rat & Mouse Repellent
Victor Safe Set Rat Trap
Victor Scent Away Natural Rodent Repeller Packs
Zevo Ant, Roach & Fly insect killer
Zevo Ant, Roach & Spider insect killer
Zevo Fly, Gnat, & Fruit Fly
Zevo Flying Insect Trap
Zevo Flying Insect Trap Refill Pack

Fertilizer Bays

Alaska Fish Plant Food 5-1-1
Burpee Enhanced Organic All Purpose Plant Food
Burpee Enhanced Organic Rose & Bloom Plant Food
Burpee Enhanced Organic Tomato & Edibles Plant Food
Burpee Organic Bone Meal
Burpee Organic Blood Meal
Burpee Organic All Purpose
Burpee Organic Tomato & Vegetable
Dr Earth Lawn Food
Dr. Earth Organic Fertilizer
Earthworm Castings
Espoma Organic Blood Meal

Espoma Organic Bone Meal
Espoma Organic Fertilizer
Espoma Organic Lime
Espoma Organic Soil Acidifier
Kellogg Organic Plus Fertilizer
Mater Magic
Miracle-Gro Fertilizer Spikes Tree & Shrub
Monterey Fish & Guano Fertilizer
Osmocote
Pennington Epsom Salts
Superthrive
Vigoro Fruit, Nut & Citrus Fertilizer Spikes
Vigoro Organic Plant Food All Purpose
Vigoro Organic Plant Food Blood Meal
Vigoro Organic Plant Food Bone Meal
Vigoro Organic Plant Food Rose & Flower
Vigoro Organic Plant Food Tomato & Vegetable
Vigoro Tree & Shrub Fertilizer Spikes

Appendix C: 2024 Ace Hardware Product List

Alaska Fish Fertilizer	Dr. Earth Final Stop Disease Control Fungicide
Amdro Kills Ants Ant Killer	Dr. Earth Final Stop Fruit Tree Insect Killer
Answer Kills Roaches Powder	Dr. Earth Final Stop Rose & Flower Insect Killer
Bed Bug Traps	Dr. Earth Final Stop Vegetable Insect Killer
BioCare Codling Moth Traps	Dr. Earth Final Stop Yard & Garden Insect Killer
Bird Repellent Gel	Dr. Earth Organic Fertilizer
Bird Scare Tape	Drop in the Bucket Mouse Trap
Bird-B-Gone Flash Tape	E.B. Stone Organic Fertilizer
Bird-B-Gone Steel Bird Spikes	Earth's Ally Disease Control
Black Flag Roach Motel	Earth's Ally Insect Control
Black Flag Window Fly Traps	Earth's Ally Weed & Grass Killer
Bonide All Seasons's Spray Oil	Earth's Ally Weed Killer
Bonide Burnout	EcoSmart 3 in 1 Rose & Flower
Bonide Captain Jack's Dead Bug Brew	EcoSmart Ant & Roach Killer
Bonide Chipmunk, Squirrel, & Rodent Repellent	EcoSmart Flying Insect Killer
Bonide Copper Fungicide	EcoSmart Garden Insect Killer
Bonide Go Away! Rabbit, Dog, & Cat Repellent	EcoSmart Home Pest Control
Bonide Hot Pepper Wax Animal Repellent	EcoSmart Insect Killer
Bonide Insecticidal Soap	EcoSmart Insect Killing Granules
Bonide Mole Max	EcoSmart Mosquito Fogger
Bonide Mosquito Beater	EcoSmart Wasp & Hornet Killer
Bonide Mouse Magic	EcoSmart Weed & Grass Killer
Bonide Neem Oil	Epsom Salts
Bonide Rat Magic	Espoma Garden Lime
Bonide Repels All	Espoma Organic Fertilizer
Bonide Snake Stopper	Espoma Organic Insect Soap
Bonide Sulfur Fungicide	Espoma Soil Acidifier
Bonide Tomato & Vegetable	Fly Paper
Bonide Wilt Stop	Fly Ribbon
Buggy Beds	Fly Stick
Cloud Cover	Fly Swatter
Combat Ant Killing Bait	Fly Trap
Combat Roach Killing Bait	Fresh Cab Rodent Repellent
Critter Ridder Sprinkler	Fruit Fly Trap
De Fence Deer & Rabbit Repellent	Giant Destroyer Garlic Repellent Clips Deer & Rabbit
Deer Off Deer Repellent	Good Nature CO2 Rodent Trap
Diatomaceous Earth	Gopher Baskets
	Gopher Hawk
	Gopher Scram
	Gopher Traps
	Harris 20% Vinegar Weed Killer
	Harris Bed Bug Killer Diatomaceous Earth
	Harris Boric Acid Roach Powder
	Harris Diatomaceous Earth
	Harris Famous Roach Tablets

Harris Neem Oil
Harris Roach Traps
Havahart Live Animal Cage Trap
Insect Sticky Traps
Jobe's Fertilizer Spikes
Jobe's Organic Fertilizer
Jobe's Organic Fertilizer Spikes
JT Eaton Kills Bed Bugs Powder
Liquid Fence Animal Repellent
Liquid Fence Deer & Rabbit
Liquid Fence Snake Repellent
Live Catch Mouse Trap
Messina's Animal Stopper
Messina's Deer Stopper
Messina's Rodent Stopper
Messina's Squirrel Stopper
Miracle Gro Performance Organics
Mole Trap
Mole X
Monterey 70% Neem Oil
Monterey Bt
Monterey Fish & Guano
Monterey Fruit Tree Spray Plus
Monterey Garden Insect Spray
Monterey Horticultural Oil
Monterey Liqui-Cop
Monterey Neem Oil
Monterey Take Down Garden Spray
Mosquito Bits
Mosquito Dunks
Moss Out! Roofs & Walks
Mouse Traps
Mouse X
Mouse Zero
Natria Grass & Weed Control
Natria Insect, Disease, & Mite Control
Natria Insecticidal Soap
Natria Neem Oil
Natria Rose & Flower
Natria Snail & Slug Killer Bait
Nature's Care Organic Fertilizer
Neem Oil
Orange Guard
Organocide Bee Safe 3 in 1 Garden Spray
Ortho 3 in 1 Insect, Mite, & Disease
Ortho Bed Bug Traps
Ortho Deer B Gon
Ortho GroundClear Weed & Grass
Ortho Home Defense Ant & Roach Killer w/ Essential Oils

Ortho Home Defense Crawling Bug Killer w/ Essential Oils
Ortho Home Defense Flying Bug Killer w/ Essential Oils
Ortho Insect Killer Tree & Shrub
Osmocote
Owl Garden Defense
Pulverize Weed & Grass Killer
Pulverize Weed Killer for Lawns
Pulverize Weed, Brush & Vine Killer
Raid Ant Baits III
Raid Essentials Ant & Roach
Raid Essentials Ant, Spider, & Roach
Raid Small Roach Baits
Rat Traps
Rat X
Rat Zero
Rescue Ant Baits
Rescue Fly Trap
Rescue Fly Trap Refill
Rescue Fly TrapStik
Rescue Pantry & Birdseed Moth Traps
Rescue WHY Trap
Rescue WHY Trap Refills
Rescue Yellowjacket Trap
Rescue Yellowjacket Trap Cartridge
Rescue Yellowjacket Trap Refill
Safer 3 in 1
Safer Ant & Crawling Insect Killer
Safer Caterpillar Killer
Safer Critter Ridder Animal Repellent
Safer Critter Ridder Deer & Rabbit
Safer Diatomaceous Earth
Safer End ALL
Safer Garden Dust
Safer Garden Fungicide
Safer Houseplant Sticky Stakes
Safer Insect Killing Soap
Safer Moss & Algae Killer
Safer Neem Oil
Safer Pantry Pest Trap
Safer Rose & Flower
Safer Snake Shield
Safer Tomato & Vegetable
Safer Yellowjacket & Wasp Attractant
Safer Yellowjacket & Wasp Trap
Scarecrow
Scott's Continuous Release Fertilizer
Scotts Moss EX
Scram for Cats
Sevin Sulfur Dust

Shake Away Rodent Repellent
Slug Trap
Sluggo
Sluggo Plus
Soil Moist
St. Gabriel Moss Killer
Stay Away Ants
Stay Away Mice
Stay Away Moths
Stay Away Spider
Tanglefoot
Terro Ant Killer Liquid
Terro Clothes Moth Alert
Terro Flea Trap
Terro Fly Magnet
Terro Fruit Fly Trap
Terro Indoor Fly Trap
Terro Liquid Ant Bait
Terro Moth Traps
Terro Multi-Purpose Insect Bait
Terro Multi-Surface Liquid Ant Bait
Terro Outdoor Liquid Ant Bait
Terro Roach Magnet
Terro Wasp & Fly Trap

Tom Cat Animal Repellent
Tom Cat Attractant Gel
Tom Cat Deer Repellent
Tom Cat Mouse Traps
Tom Cat Rat Traps
Tom Cat Rodent Repellent
Victor Black Box Gopher Trap
Victor Electronic Mouse Trap
Victor Electronic Rat Trap
Victor Fly Magnet
Victor Mole & Gopher Repellent
Victor Mole Trap
Victor Mouse Traps
Victor Mouse-A-Way Mouse Repellent
Victor Natural Rodent Repeller Packs
Victor Rat Traps
Victor Rat Zapper
Victor Rat-A-Way Rat & Mouse Repellent
Victor Tin Cat Mouse Trap
Whitney Farms Lawn Weed Killer
Whitney Farms Organic Fertilizer
Whitney Farms Weed & Grass Control
Window Fly Trap
Yard Enforcer Sprinkler

Appendix D: CASQA Partnership Letter to The Home Depot



California Stormwater Quality Association®

Dedicated to the Advancement of Stormwater Quality Management, Science and Regulation

February 16, 2024

Ron Jarvis, Chief Sustainability Officer
The Home Depot
2455 Paces Ferry Road
Atlanta, GA 30339

Our Water, Our World Partnership

Dear Mr. Ron Jarvis:

On behalf of the California Stormwater Quality Association,¹ thank you for The Home Depot's continued partnership with the Our Water, Our World (OWOW) program. Since 2003, The Home Depot has been an important partner in our goal to promote less-toxic, eco-friendly pest management solutions. This collaboration has been essential in advancing a statewide Integrated Pest Management (IPM) outreach program that provides consumers with point-of-purchase information on eco-friendly products and IPM practices.

2023 HIGHLIGHTS

Last year, The Home Depot's participation expanded to 75 stores across California, up from 67 in 2022. A highlight of our partnership includes:

- **Retail Associate Training:** IPM Advocates conducted training sessions in 42 stores, educating a total of 281 The Home Depot associates. These sessions are important for empowering your staff with the knowledge to recommend less-toxic pest control solutions.
- **Public Outreach Events:** IPM Advocates successfully hosted 33 storefront outreach events, engaging with 854 customers. These events serve as a platform for raising awareness and educating the public on eco-friendly products available at your stores.

ACKNOWLEDGMENT OF SUPPORT

Since 2009, The Home Depot has provided an introduction letter for local stores and it has been an important tool for maintaining ongoing partnerships with existing stores and establishing new partnerships with additional stores. This support has not only facilitated our program's growth but also underscored The Home Depot's commitment to sustainable practices and community education. The Home Depot's willingness to stock less-toxic pest products, accommodate educational shelf tags and materials in stores, and make staff available for training demonstrates a strong partnership with the OWOW program.

¹ CASQA is a nonprofit corporation that advances sustainable stormwater management protective of California water resources. With well over 2,000 members, our membership is comprised of a diverse range of stormwater quality management organizations and individuals, including cities, counties, special districts, federal agencies, state agencies, ports, universities and school districts, wastewater agencies, water suppliers, industries, and consulting firms throughout the state. Collectively, CASQA represents over 36 million people in California.

The Home Depot - Our Water, Our World Partnership

LOOKING FORWARD

Encouraged by our progress in 2023, we anticipate further expanding our reach throughout California. Ongoing efforts to enhance the OWOW program include:

- Updating our educational materials with current IPM best practices.
- Translating our educational materials to Spanish in our commitment to inclusive outreach.
- Maintaining our public-facing educational [website](#).
- Developing a training program to ensure trained professionals are available to support our retail partners.

You can find more information on the OWOW program's activities in our [2023 Annual Report](#).

Thank you once again for your support and partnership.

If you have any questions, please contact CASQA Program Manager Joseph Draper at joseph.draper@casqa.org.

Sincerely,



Karen Cowan, Executive Director
California Stormwater Quality Association

Appendix E: The Home Depot Support Letter



Interoffice MEMORANDUM

DATE: March 25, 2024

TO: California Store Managers, D28 ASMs and Department Heads

FROM: Candace Rodriguez

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 environmentally-preferred 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 environmentally-preferred and Eco Actions 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.

An OWOW representative will contact you before the training or demonstration date to arrange details. Please contact Joseph Draper of the California Stormwater Quality Association at (559) 492-07507 if you have questions.

Thank you,

Candace W. Rodriguez

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ustainability
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es Ferry Road
ta, GA 30339
0) 384-3544

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Senior Director – S
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