

## Attachment 3-3

# FY 06-07 Development Strategy Checklist

## Pesticide User Outreach

### 1. Project Title: Pesticide User (PU) Outreach

### 2. Proposer: Program Staff

### 3. Specific Pollutant or Behavior Project Addresses:

Toxicity due to organophosphate pesticides (diazinon and chlorpyrifos) in local creeks and San Francisco Bay. Selection, use and disposal of pesticides by residential and commercial users, pest control operators and pesticide retailers.

### 4. General Project Description:

This project combines the best elements of the previous IPM Store Partnership and Household Chemical Management Projects to focus on the outreach requirements in the Program's NPDES permit. The approach will be coordinated with other pollution prevention programs funded by Co-permittees (e.g., County's Household Hazardous Waste Program). Scope to be developed based on the Program's Pesticide Management Work Plan and the results of the FY 05-06 outreach work. Activities may include:

- IPM Store Partnership Program - Continue the program in stores in participating Santa Clara County stores. Visit each store once every two months at a minimum, maintain ongoing relationship with participating stores through in-store contacts, refresh/restock literature racks as needed, and update "shelf talker" labels as needed. Based on feedback from training sessions offered to store employees in FY 05-06 and the number of stores remaining, the Program may provide training sessions to store employees. These sessions train employees in selling less-toxic pesticides.
- Regional IPM Partnership –Support the Regional IPM Partnership program through contributions to BASMAA and participation in meetings and regional activities. Review and approve products.
- Pesticide Distributor Outreach Program – Continue to support the Pesticide Distributor Outreach Program (previously funded through a Prop 13 Grant to Marin County) in Santa Clara Valley. The purpose of the program is to increase the amount and variety of less-toxic products on store shelves by working through the product distributors and educating the distributor sales force. Provide staff for conducting outreach events at stores, i.e., Orchard Supply Hardware. At these events, customers are educated on available less toxic pest control methods and products, and proper disposal of pesticides.
- Outreach Events - Attend pesticide outreach events in coordination with Watershed Watch. These may include Pumpkins in the Park, Spring in Guadalupe Gardens, or San Jose Spring Home and Garden Show. Program staff, consultants and Co-permittee staff will staff these events. The pesticide display and/or the beanbag game will be used. Outreach material distributed may include IPM fact sheets and other brochures (e.g., Pests Bugging You, Grow It and Backyard Bugs).
- Outreach to commercial businesses - Continue distributing the "Don't Set a Table for Pests" poster to restaurants through County Health Inspectors. Provide the poster to Co-permittees for distribution through City stormwater inspectors.

### 5. Outreach/Activity Areas and Communication Goals:

PI/P Communication Goals include Increasing Awareness and Changing Behavior, particularly with respect to pesticide use and disposal.

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- 6. Target Audience:** To be determined, may include:  
( X ) Residential, ( X ) General Public, ( ) Industrial, ( X ) Commercial, ( ) Schools,  
( ) Municipal Employee Training, ( ) Public Officials, ( ) Multi-cultural Education,  
( X ) Store Employees
- 7. Distribution Strategy:**  
To be determined.
- 8. Describe how the success of the project will be measured:**  
The BASMAA Regional IPM Committee conducted a customer intercept survey in October and November 2004 to evaluate the success of the IPM Store Partnership Program. Five stores from Santa Clara County were included in this survey. The survey indicates that approximately 23% of Santa Clara County residents are aware of the Our Water Our World promotion. The final survey report was included within the Program's FY 04-05 Annual Report. The Watershed Watch evaluation conducted in September 2003 tracked the publics' knowledge about various pollutants, including pesticides, affecting the water quality in the Bay. The final evaluation report was included in the Program's FY 03-04 Annual Report. Program staff also maintains a log of requests received for fact sheets, number of fact sheets distributed and number of people reached at outreach events.
- 9. Have similar projects been done by other agencies?**  
Yes
- 10. Schedule:**  
FY 06-07
- 11. Budget:**  
See Program Budget
- 12. Identify the evaluation criteria that the project meets:**
- (X) The project addresses a pollutant or behavior identified by the Management Committee as a priority.
  - (X) Contemplated messages of the project are consistent with Program goals and can be effectively communicated.
  - (X) County-wide implementation will be more cost-effective than local implementation.
  - (X) The project supplements a regional project and/or program.
  - (X) The success of the project is measurable.
  - (X) The targeted audience is consistent with targeted PI/P activities and audiences.
- 13. Implementer(s):** ( X ) Work Group, ( X ) Program Staff, ( X ) Consultant,  
( ) Other: \_\_\_\_\_

## FY 06-07 Development Strategy Checklist Mercury Pollution Prevention Outreach

1. **Title:** Mercury Pollution Prevention Outreach
2. **Project Proposer:** SCVURPPP Mercury Pollution Prevention Ad Hoc Task Group
3. **Specific Pollutant or Behavior Project Addresses:** Mercury
4. **General Project Description:** The Program's NPDES permit states that municipal stormwater discharges may be causing or contributing to exceedance of water quality standards for mercury.

Mercury has been found in sediment from the South San Francisco Bay and the Guadalupe River Watershed. Some types of fish caught in the Bay contain mercury and other pollutants at concentrations that may threaten the health of humans consuming those fish. In response, the California Office of Environmental Health and Hazard Assessment issued an interim fish consumption advisory. The U.S. Environmental Protection Agency (EPA) has listed the Bay and the Guadalupe River Watershed (including the Guadalupe River, Alamitos Creek, Guadalupe Creek, Calero Reservoir, and Guadalupe Reservoir) as impaired by mercury under Section 303(d) of the Clean Water Act. In accordance with Section 303(d), the Regional Board is required to establish a Total Maximum Daily Load (TMDL) for mercury in the South San Francisco Bay and the Guadalupe River Watershed.

Permit Provision C.9.c. requires a mercury pollution prevention plan that includes public education regarding mercury, products containing mercury and proper disposal. The Program completed a Mercury Pollution Prevention Plan and submitted it to the Regional Board on March 1, 2002. The outreach tasks in this Plan are the basis for the FY 02-03 (Phase I) and FY 03-04 (Phase II) work plans. The focus of outreach in FY 02-03 was residential fluorescent light tube disposal. In FY 03-04, this outreach was extended to small businesses and conditionally exempt small quantity generators (CESQGs). Outreach was coordinated with municipal inspectors for integrating mercury outreach to industrial businesses into their existing routine pretreatment, source control, and/or hazardous materials inspection processes.

In FY 03-04 and FY 04-05, the Program coordinated its mercury outreach with the County Household Hazardous Waste (HHW) Program (see Section 6 of this Work Plan). The Program provided funds to develop and conduct media advertising to meet the requirements of a \$300,000, three-year California Integrated Waste Management Board (CIWMB) grant awarded to the County HHW Program. Under this grant, the County HHW Program developed partnerships with local hardware stores for collecting spent fluorescent lamps. The Grant ends in March 2006 but the store partnership program will exist. In FY 06-07, the Program will continue to conduct outreach to promote the fluorescent lamps drop-off locations to residents. Outreach may be conducted using media advertising, in-store displays (posters, banners) and newsletter articles. The Program may also coordinate its outreach activities with other Regional groups/program that are planning to conduct mercury outreach in FY 06-07.

4. **Outreach/Activity Areas and Communication Goal:** Develop a plan to increase outreach efforts to residents and businesses on recycling of mercury containing wastes.
5. **Target Audience:**  
( X ) Residential, ( X ) General Public, ( ) Industrial, ( X ) Commercial, ( ) Schools, ( ) Municipal Employee Training, ( ) Public Officials, ( ) Multi-cultural Education, ( ) Other \_\_\_\_\_

## FY 06-07 Development Strategy Checklist Mercury Pollution Prevention Outreach

- 6. Distribution Strategy:** Media advertising, newsletter articles.
- 7. Describe how the success of the project will be measured:** Number or amount of mercury-containing products (i.e. fluorescent lamps, thermometers) collected by Household Hazardous Waste facilities; description of outreach methods used; number of outreach materials distributed.
- 8. Have similar projects been done by other agencies?** City of Palo Alto has conducted a FLT recycling program. Smaller projects (i.e., thermometer take-back programs) have been conducted by other agencies.
- 9. Schedule:** FY 06-07
- 10. Budget:**  
See Program Budget
- 11. Identify the evaluation criteria that the project meets:**
- (X) The project addresses a pollutant or behavior identified by the Management Committee as a priority.
  - (X) Contemplated messages of the project are consistent with Program goals and can be effectively communicated.
  - (X) County-wide implementation will be more cost-effective than local implementation.
  - ( ) The project supplements a regional project and/or program.
  - (X) The success of the project is measurable.
  - (X) The targeted audience is consistent with targeted PI/P activities and audiences.
- 12. Implementer(s):** SCVURPPP Mercury Pollution Prevention Outreach Work Group for FLT recycling in coordination with the Watershed Watch campaign and the SCVURPPP PIP/WEO Ad Hoc Task Group

## FY 06-07 Development Strategy Checklist Program Supplies

1. **Project Title:** Program Supplies
2. **Proposer:** Program Staff
3. **Specific Pollutant or Behavior Project Addresses:** Varies
4. **General Project Description:**  
To provide a budget to support requests by the public and Co-permittees for Program materials and supplies. This budget allows Program staff to reprint materials and reorder supplies as needed.
5. **Outreach/Activity Areas and Communication Goal:** N/A
6. **Target Audience:** To be determined, as needed.  
( X ) Residential, ( X ) General Public, ( X ) Industrial, ( X ) Commercial, ( X ) Schools, ( X ) Municipal Employee Training, ( X ) Public Officials, ( X ) Multi-cultural Education, ( X ) Other \_\_\_\_\_
7. **Distribution Strategy:**  
Program staff will coordinate material reprints, reordering supplies and distribution to Co-permittees, as appropriate. Program staff distributes materials at public events and in response to telephone, e-mail or web site requests.
8. **Describe how the success of the project will be measured:** The Program logs all requests for materials and tracks the amount of materials distributed. The need for reprints is based on successful distribution of existing stock.
9. **Have similar projects been done by other agencies?** N/A
10. **Schedule:** As needed.
11. **Budget:**  
See Program Budget
12. **Identify the evaluation criteria that the project meets:** N/A
  - (X) The project addresses a pollutant or behavior identified by the Management Committee as a priority.
  - ( ) Contemplated messages of the project are consistent with Program goals and can be effectively communicated.
  - (X) County-wide implementation will be more cost-effective than local implementation.
  - ( ) The project supplements a regional project and/or program.
  - (X) The success of the project is measurable.
  - (X) The targeted audience is consistent with targeted PI/P activities and audiences.