

## FY 07-08 Development Strategy Checklist Mercury Pollution Prevention 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 06-07 outreach work. Activities may include:

- IPM Store Partnership Program - Continue the program in participating Santa Clara County stores. Visit each store once every three 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. Using the services of Annie Joseph, IPM consultant, provide training to store employees on selling less-toxic pesticides; and work with two stores to increase shelf-space for less-toxic products.
- Regional IPM Partnership –Support the Regional IPM Partnership program through contributions to BASMAA and participation in meetings and regional activities. Review and approve products.
- Outreach Events - Participate in selected community outreach events for conducting IPM outreach.
- 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. Identify and implement an IPM training/certification program for landscape maintenance professionals.
- Media Advertising - Conduct media advertising in coordination with the Watershed Watch campaign. Include messages that promote "OWOW shelf-talkers" for selecting less-toxic products.
- Support the Regional IPM Conference - Provide funding to support the Regional IPM Conference, if required.
- Support the Going Native Garden Tour - Provide funding to support promotional activities for the 2007 Going Native Garden Tour.

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**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.

**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:**

- Number of hotline calls and website visits
- Number of people reached at outreach events
- Quantity of fact sheets and other IPM related brochures distributed
- Gross impressions of media advertising
- Pounds of pesticides collected by the County HHW collection program.
- Feedback from store employee trainings

**9. Have similar projects been done by other agencies?**

Yes.

**10. Schedule:**

FY 07-08.

**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: \_\_\_\_\_

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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, Alamos 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.

The goal of the Mercury Pollution Prevention Outreach Work Plan is to develop and implement an outreach plan designed to encourage proper disposal of fluorescent lamps.

The Program has completed the implementation of all Mercury Plan tasks. The focus of FY 07-08 tasks will be implementation of ongoing tasks. As in previous years, outreach in FY 07-08 will be coordinated with the County HHW Program. During FY 07-08, the Program will continue to conduct outreach to promote fluorescent lamps collection 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 07-08.

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 \_\_\_\_\_
6. **Distribution Strategy:** Media advertising, newsletter articles.

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- 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 07-08.
- 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 07-08 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.