

Attachment 3-3

FY 04-05 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 SCVURPPP NPDES permit. The approach will be coordinated with other pollution prevention programs funded by co-permittees, such as the 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 03-04 outreach work. Activities may include:

- IPM Store Partnership Program - Continue the program in stores in participating Santa Clara County stores. Visiting 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 03-04 and the number of stores remaining, the Program may provide five 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 through BASMAA by coordinating Annie Joseph's efforts in this project with the Store Partnership outreach efforts. Provide staff for conducting outreach events at stores, such as 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 - Plan and conduct three or four pesticide outreach events in coordination with Watershed Watch. These may include Pumpkins in the Park , YSI Wildlife festival, Spring in Guadalupe Gardens, International Migratory Bird Day, San Jose Spring Home and Garden Show etc. Program 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 like Pests Bugging You, Grow It and Backyard Bugs.
- IPM Workshop - Plan and conduct an IPM workshop for the general public in coordination with the Watershed Watch campaign and its partners. The Program conducted a similar workshops in FY 02-03. Master gardens gave presentations at this workshop and over 30 people attended it. The FY 03-04 workshop is being currently planned.
- Media Advertising - Conduct media advertising in coordination with the Watershed Watch campaign. The ads will focus on pest control using less-toxic methods.
- Outreach to industrial 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.

Task 8 - Provide information on less toxic pest control (e.g., IPM techniques, municipal IPM policies,

FY 04-05 Development Strategy Checklist Pesticide User Outreach

model contract language, training opportunities, etc.) to special districts within each Co-permittee's jurisdiction (e.g., Valley Transportation Authority, sanitary and utility districts, open space districts, vector control districts, and school districts) and to the extent of each Co-permittee's authority – Contact these groups and assess the amount of information they have or need regarding IPM, and develop and implement a prioritized outreach plan based on the findings of the assessment.

5. Outreach/Activity Areas and Communication Goals:

PI/P Outreach/Area to be further determined. PI/P Communication Goal will include Increasing Awareness and Changing Behavior, particularly with respect to pesticide use and disposal.

6. Target Audience: To be determined, may include:

Residential, General Public, Industrial, Commercial, Schools,
 Municipal Employee Training, Public Officials, Multi-cultural Education,
 Other _____

7. Distribution Strategy:

To be determined.

8. Describe how the success of the project will be measured:

The BASMAA Regional IPM Committee is conducting a customer survey in FY 03-04 to evaluate the success of the IPM Store Partnership Program. This data will be used to assess the success of the Program's outreach efforts. Additionally, data from the Watershed Watch evaluation pertaining to pesticide use will be used to evaluate outreach. Program staff also maintain 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 04-05

11. Budget:

\$40,000

12. Identify the evaluation criteria that the project meets:

- 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.
- County-wide implementation will be more cost-effective than local implementation.
- The project supplements a regional project and/or program.
- The success of the project is measurable.
- The targeted audience is consistent with targeted PI/P activities and audiences.

13. Implementer(s): Work Group, Program Staff, Consultant,

Other: _____

FY 04-05 Development Strategy Checklist Mercury Outreach

1. **Title:** Mercury Pollution Prevention

2. **Project Proposer:** SCVURPPP Mercury Pollution Prevention Ad Hoc Task Group

3. **Specific Pollutant or Behavior Project Addresses:** Mercury

4. **General Project Description:** The reissued 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. 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 04-05, outreach will be coordinated with the County Household Hazardous Waste (HHW) Program's Mercury Grant (Attachment 3-3). The County HHW Program is implementing this grant to increase collection opportunities for mercury-containing universal wastes including thermostats, fluorescent lighting, and button batteries at HHW collection events and community collection sites. The Program will coordinate with the County HHW Program in FY 04-05 and help implement an advertising promotion. Outreach information will also be distributed at community events and through newsletter articles. In FY 02-03 and FY 03-04, outreach messages were primarily targeted to recycling of fluorescent lamps; in FY 04-05, outreach messages will be expanded to include information on other mercury containing wastes.

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, distribution of information at outreach events.

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.

FY 04-05 Development Strategy Checklist Mercury Outreach

- 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 04-05
- 10. Budget:** \$25,000 for FY 04-05
- 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 Ad Hoc Task Group

FY 04-05 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:** \$5,000
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.