# Annual Reporting for FY 2014-2015

## Training and Outreach

## San Francisco Bay Area
## Small MS4 Permit Implementation

B A S M A A

Bay Area
Stormwater Management
Agencies Association

September 2015

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**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 23 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 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.

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 four regional programs or projects conducted by BASMAA addresses the following Permit provisions.

| Provision | Mobile Cleaner Training and Recognition Program | Regional Media Relations Program | *BayWise* Website | *Our Water, Our World* Program | BASMAA Post-Construction Manual and Training |
|---|---|---|---|---|---|
| E.7.a.(ii)(c) F.5.b.2.(ii)(c) | | X | X | X | X |
| E.7.a.(ii)(d) F.5.b.2.(ii)(d) | | X | X | X | X |
| E.7.a.(ii)(f) F.5.b.2.(ii)(e) | | X | | X | |
| E.7.a.(ii)(g) F.5.b.2.(ii)(f) | | | | X | X |
| E.7.a.(ii)(i) F.5.b.2.(ii)(i) | | X | | 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 | X | | |
| E.7.a.(ii)(m) | X | | | | |
| E.15.d | | X | X | X | |

These regionally implemented activities are conducted under the auspices of BASMAA, a 501(c)(3) non-profit organization comprised of the municipal stormwater programs in the San Francisco Bay Area, including the Permittees. Most of the 2014-2015 annual reporting requirements of the specific Permit provisions covered in this report are completely met by BASMAA projects and programs, except where otherwise noted herein or by Permittees in their reports. Development and implementation of scopes, budgets, and schedules for BASMAA projects and programs follow BASMAA's operational Policies and Procedures as approved by the BASMAA Board of Directors. Permittees, through their program representatives on the Board of Directors and its committees, collaboratively authorize and participate in BASMAA projects and programs. All BASMAA members have shared in the regional costs of the projects and programs described herein.

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**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.

E.7.a.(ii)(m) Develop and convey messages specific to mobile cleaning and pressure wash businesses.

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In the mid-1990s, BASMAA developed and implemented a program to reduce the discharge of pollutants from mobile businesses, including development and implementation of minimum standards and BMPs, and outreach to mobile businesses. BASMAA's long-standing "Surface Cleaner Training and Recognition Program" focuses on the most common type of outdoor cleaning – cleaning of flat surfaces like sidewalks, plazas, parking areas, and buildings.

Previously, BASMAA, the Regional Water Board, and mobile businesses jointly developed best management practices. The BMPs were packaged and delivered in training materials (e.g., *Pollution from Surface Cleaning* folder), and via workshops and training videos. The folder and the training video have since been translated into Spanish. Cleaners that take the 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. Previously, BASMAA migrated the program to an online platform so that mobile businesses would have on-demand access to the materials and the training. BASMAA continues to maintain the Surface Cleaner Training and Recognition program. 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.

Subsequent to the development and implementation of the existing program, BASMAA and the Permittees scoped and budgeted for a new project to enhance the existing Surface Cleaner Training and Recognition program in the following ways.

1. Expand the existing Surface Cleaner Training and Recognition Program to include two new mobile business categories - vehicle-related cleaning and carpet cleaning;
2. Develop best management practices for the two new categories based on existing BMPs; and
3. Create outreach materials for the new categories.

The following has been accomplished:

- BMPs – Best management practices were developed and are being finalized for vehicle-related cleaning and carpet cleaning based on existing sets from BASMAA member agencies, other public agencies, and the trade association.

- Outreach – Outreach materials are being developed for vehicle-related cleaning and carpet cleaning.

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**Regional Media Relations Program**

This 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)(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)(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.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);

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BASMAA has conducted a Regional Media Relations project since FY 1996-1997 that maximizes use of free media/media coverage with the objective of significantly increasing the overall awareness of stormwater pollution prevention messages and associated behavior change in target audiences, and to achieve public education goals. The FY 2014-2015 BASMAA Regional Media Relations project conducted work on six pitches (see attached Media Relations Campaign Final Report FY 2014-2015 for details):

- Ants / Pesticides,
- No Burning Gift Wrap,
- Car Washing,
- Trash,
- Native Plants, and
- Social Media.

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***BayWise* Website**

This project addresses the following Small MS4Phase 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);

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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);

BASMAA assists with these provisions by collaborating with Bay Area wastewater agencies to maintain the BayWise website. BayWise.org is designed to educate Bay Area residents and businesses about simple, cost-effective ways to protect San Francisco Bay by preventing pollution at the source. The website provides educational messages on topics such as less toxic pest management, stormwater-friendly car washing and pool and spa maintenance, marina and boatyard resources, and proper restaurant grease management.

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***Our Water, Our World* Program**

The *Our Water, Our World* program: addresses the following Small MS4 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.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).

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Following is a report of activities and accomplishments of the *Our Water, Our World* program for FY 2014-2015.

- Initiated comprehensive review and major overhaul of program materials resulting in new (see attachments):
  - Logo,
  - Shelf tag,
  - Literature rack header and side panel signage,
  - Product Guide, and
  - Aisle signage.

- Conducted informal surveys of selected stores' customers (n=65) and employees / managers (n = 21) to assess the status and visibility of the in-store display materials. The results provided general direction to the overhaul of the program materials – primarily a refocus of the in-store materials on making customers aware of and helping them find less-toxic products.

- Coordinated program implementation with major chains Home Depot, Orchard Supply Hardware (OSH), and Ace Hardware National. Corporate office of OSH (San Jose) and Home Depot (Atlanta) directed their stores to support of the program.

- Printed an inventory of the following: fact sheets, shelf tags, and Home Depot-specific pocket guide, from which participating agencies could purchase materials.

- Updated less-toxic Product Lists: general plus OSH and Home Depot-specific lists/labels.

- Maintained *Our Water, Our World* website.

- Provided Ask-the-Expert service—which provides 24-hour turnaround on answers to pest management questions.

- Provided and staffed exhibitor booths (see photos attached).
  - Excel Gardens Dealer Show, Las Vegas (August 2014)
  - L&L Dealer Show, Reno (October 2014)
  - NorCal trade show, San Mateo (February 2015)

- Provided on-call assistance (e.g., display set-up, training, IPM materials review) to specific stores

(e.g., OSH, Home Depots).

- Provided print and web advertising – Chinook Coupon Book (see back cover ad attached).

- Worked with Chinook Book to make changes to the mobile application (app) – OWOW mobile app (see attached screen shots of Mobile Inline Content in the Chinook Book App).

- Continued to work with select local agencies and with Home Depot to implement a pilot enhanced program in 10 Home Depots in the greater Bay Area and Sacramento. The enhanced program was implemented primarily by the IPM Advocates (see attached Final Report).

- Developed and conducted advanced regional trainings for Home Depot (see attached summary of tasks).

- Advocates trained 1,000 store employees and reached 4,300 customers at *Our Water, Our World* store events in FY 2014-2015.

Additionally in FY 2014-2015, BASMAA continued work on a project related to *Our Water, Our World*:

Greener Pesticides for Cleaner Waterways – This EPA funded grant project is being led by the San Francisco Estuary Partnership. The project is implementing pesticide pollution prevention by encouraging residential pesticide users to use less toxic products. Part of the project involves doing so through the *Our Water, Our World* program using the IPM Advocates, the former managed and the latter qualified by BASMAA (see Greener Pesticides for Cleaner Waterways for more details).

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***BASMAA Post Construction Manual and Training***

The *BASMAA Post Construction Manual and Training efforts* address the following 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)(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;

The BASMAA Phase II Committee obtained funding from the North Bay Watershed Association in FY 13-14 to develop a manual that could be used by development professionals, project proponents and municipal staff to guide compliance with provision E.12 of the Phase II Permit: Post Construction Stormwater Management Program. The BASMAA Board of Directors approved the manual. In FY 14-15 the BASMAA Phase II Committee permittees held three training workshops on how to use the BASMAA Post Construction Manual to comply with provision E.12. The three-hour workshops were held on October 9, 2014, in Napa County, October 21, 2014, in Sonoma County, and October 29, 2014, in Marin County.

# ATTACHMENT

## Regional Media Relations Program

## BASMAA Media Relations Campaign Final Report

# Bay Area Stormwater Management Agencies Association (BASMAA)
# Media Relations Campaign
# Final Report FY 2014-2015

## Submitted by O'Rorke Inc
## July 13, 2015

During the fiscal year 2014-2015, O'Rorke Inc. continued to serve as BASMAA's media relations contractor.

Early in the year O'Rorke worked directly with project manager Sharon Gosselin and the PIP committee to brainstorm pitch topics. The result was an expansion of what constitutes a pitch. This year, the work plan allowed for five planned pitches (pesticides/ants, holiday/gift wrap burning, trash, native plants, car washing) and for a sixth in the form of establishing a social media presence for BASMAA on Facebook and Twitter. As always news monitoring and looking for potential break news responses was an ongoing task.

Additionally, O'Rorke provided localized templates of many of the press releases developed for the regional campaign as a way to assist local programs with their own media efforts.

In FY 2014-15 work was conducted on six pitches resulting in sixty-three total media placements (stories and PSAs). The report that follows gives a synopsis of each pitch and the number and type of placements each garnered. Coverage reports for the year are attached.

**Social Media**
This year saw the start of a social media presence for BASMAA and Facebook and, later, Twitter, which were launched in the fall. This year's efforts focused on following relevant pages and accounts, promoting the resources on baywise.org through the platforms and—when possible—promoting media coverage of BASMAA stories. As time went on efforts also included boosted posts on Facebook and sharing of other agencies' and organizations' materials.

Although O'Rorke fully expected a slow start to this effort, we felt strongly it was important for BASMAA to make the leap to social media. As the media relations landscape continues to change, it is crucial for the agency to have its own voice and promote its own messages via this very powerful medium.

As of this writing the BASMAA Facebook page has fifty likes and the Twitter account has twenty-seven followers.

Boosted posts on Facebook performed very well. For minimal cost, boosted posts allowed BASMAA to achieve over 65,000 impressions as follows:

- A post linking to a BASMAA story about ants on claycord.com had 22,085 impressions and received 229 clicks.
- Another boosted post linking to Baywise.org had 4,576 impressions and 15 clicks.
- A post on gardening achieved 39,128 impressions and 79 clicks. Boosted posts are a way to help increase BASMAA's presence as a resource in the Bay Area community and a strategy O'Rorke would recommend for the coming year.

**Ants/Pesticides**
This pitch focused on ant invasions and less-toxic ways of controlling them. The story was picked p by seventeen media outlets.

**No Burning Gift Wrap**
O'Rorke coordinated a joint pitch between BASMAA and the Bay Area Air Quality Management Association, an agency that has a high profile during the winter because of no burn nights. The story garnered twenty-four media placements.

**Car Washing**
This pitch included PSAs and development of a local use article template. As of this writing the PSAs had been used on air and online by five radio stations.

**Trash**
O'Rorke put together a multi-faceted pitch to address this important pollutant of concern. We worked with a Bay Area resident to develop an op-ed about his personal connection to the Bay and his concerns about trash in the Bay. As for this writing, despite aggressive pitch efforts, the piece has not been published.

The other elements of the pitch included development of a local use article template (for customizing) and sending PSAs to all regional radio stations.

**Native Plants**
As of this writing the native plants release and local template are being finalized. The pitch focuses on the importance of native plants in a time of drought and offers resources for getting information about native plants.

**Recommendations for FY 2015-16**
- Build on the start of BASMAA's social media presence on Facebook and Twitter. Continue to post, boost posts and Facebook and look for linking/sharing opportunities as well as ways to promote BASMAA's own content. Work with committee to set growth goals for FY 15-16.

- Continue to look to new local/regional studies as a jumping off point for pitching.

- Utilize BayWise.org in pitches as a resource; have homepage and content updated as needed to keep site relevant to media relations efforts.

**O'RORKE, INC.**

**ANTS PITCH**

**BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION**

**NOVEMBER 2014**

This report summarizes the coverage of the Ants pitch for November 2014.

## Media Coverage:

### Patch.com

The Ants release was published in the following Patches. An article was written by Susan C. Schena.

- Alameda
- Belmont
- Campbell
- Castro Valley
- Cupertino
- Los Altos
- Los Gatos
- Menlo Park – Atherton
- Napa Valley
- Oakland
- Palo Alto
- Pleasanton
- Redwood City – Woodside
- San Anselmo – Fairfax
- San Leandro
- San Mateo

### Claycord.com

The Ants release was published on claycord.com:.

- http://claycord.com/2014/11/09/got-ants-avoid-exterior-spraying-and-manage-this-common-household-nuisance-with-effective-less-toxic-controls/

**O'RORKE, INC.**

**GIFT WRAP PITCH**

**BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION**

**JANUARY 7, 2015**

This report summarizes the broadcast and online coverage of the Gift Wrap pitch for the period between 12/4/2014 – 12/25/2014 issued by the Bay Area Stormwater Management Agencies Association and Bay Area Air Quality Management District.

## Media Coverage:

### Patch.com

The Gift Wrap release was published in the following Patches (all links available):

- Alameda
- Belmont
- Campbell
- Castro Valley
- Cupertino
- Los Altos
- Los Gatos
- Menlo Park – Atherton
- Mill Valley
- Mountain View
- Napa Valley
- Oakland
- Palo Alto
- Pleasanton
- Redwood City – Woodside
- San Anselmo – Fairfax
- San Leandro
- San Mateo
- Saratoga
- South San Francisco

### Santa Rosa Press Democrat

The Gift Wrap release was published in the *Santa Rosa Press Democrat*:

- Did you know burning gift wrap is illegal – and dangerous?

### Broadcast

- KNTV-TV covered the story on NBC Bay Area News at 11am and twice on the Today in the Bay segment on December 5.
- Sharon Gosselin on behalf of BASMAA was interviewed by Michael Finney on Consumer Talk on KGO radio on December 6.
- Ralph Borrmann on behalf of BAAQMD was interviewed by KLIV radio on December 7.

**O'RORKE, INC.**

**CAR WASHING PITCH--PSAS**

**BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION**

**JUNE 30, 2015**

This report summarizes the broadcast coverage of the Car Washing PSA, which were distributed to regional radio stations in late June.

O'Rorke reached out to 41 stations in the Bay Area with written PSAs and secured on air spots and website posts with 21 stations.

## Media Coverage:

### Broadcast and Online

The Trash release aired on the following stations, and was also posted to station websites:

- KISQ-FM 98.1
- KKSF-FM 103.7
- KMEL-FM 106
- KIOI-FM 101.3
- KYLD-FM 94.9

**O'RORKE, INC.**

**TRASH PITCH--PSAS**

**BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION**

**JULY 8, 2015**

This report summarizes the broadcast coverage of the Trash PSAs pitch for the period between 5/1/2015 – 5/30/2015.

O'Rorke reached out to 41 stations in the Bay Area with written PSAs and secured on air spots and website posts with 21 stations.

## Media Coverage:

### Broadcast

The Trash release aired on the following stations:

- KKIQ-FM 101.7
- KALW-FM 91.7
- KCBS-AM 740
- KITS-FM 105.3
- KLLC-FM 97.3
- KMVQ-FM 99.7
- KPOO-FM 89.5
- KKDV-FM 92.7

The Trash release was posted onto the websites of the following stations:

- KOIT-FM 96.5
- KLBX-FM 102.9
- KISQ-FM 98.1 – posted on 5/1
- KMEL-FM 106 – posted on 5/1
- KIOI-FM 101.3 – posted on 5/1
- KYLD-FM 94.9 – posted on 5/1
- KKSF-FM 103.7 – posted on 5/1
- KBAY-FM 94.7 – posted on 5/1
- KEZR-FM 106.5 – posted on 5/1

The Trash release aired and was posted onto the websites of the following stations:

- KSAN-FM 107.7 – week of 5/10
- KNBR-AM 680 – week of 5/10
- KFFG-FM 104.5/KFOG-FM 97/7 – week of 5/10
- KVVF-FM 105.7/KVVZ-FM 100.7
    - Aired from 5/15 to 5/30
    - Posted from 5/18 to 5/24

# ATTACHMENTS

*Our Water, Our World* Program

New *Our Water, Our World* graphic / display materials (2 pages)

Photos of trade show booths (1 page)

Copy of *Our Water, Our World* advertisement (1 page)

Final report on Pilot Enhanced Program at Home Depots (38 pages)

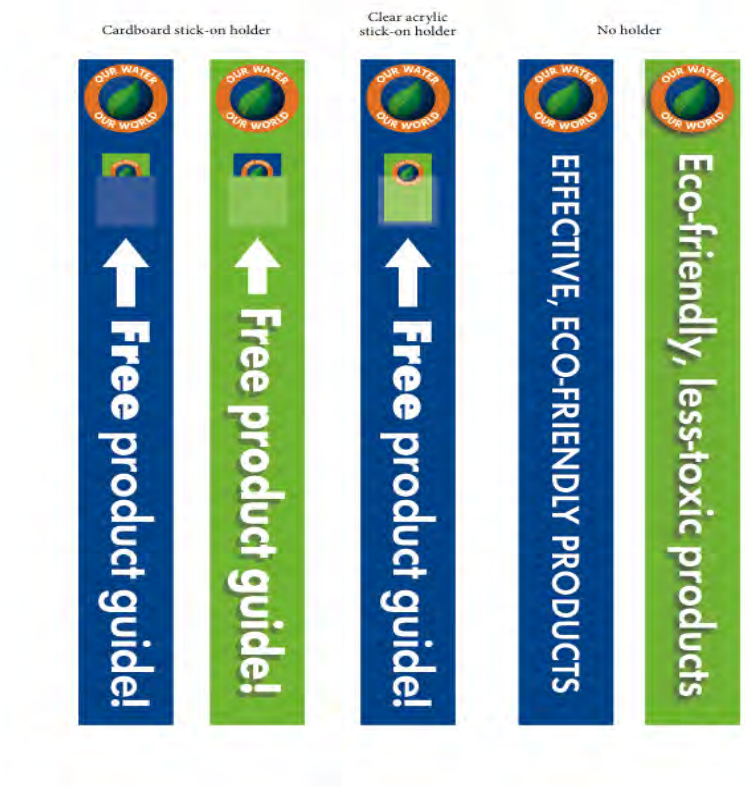
Summary of tasks for Advanced Regional Trainings with Home Depot (101 pages)

Screen shots of Mobile Inline Content in the Chinook Book App (3 pages)

New ***Our Water, Our World*** graphic / display materials

Logo

Shelf tag




Literature rack header and side panel signage

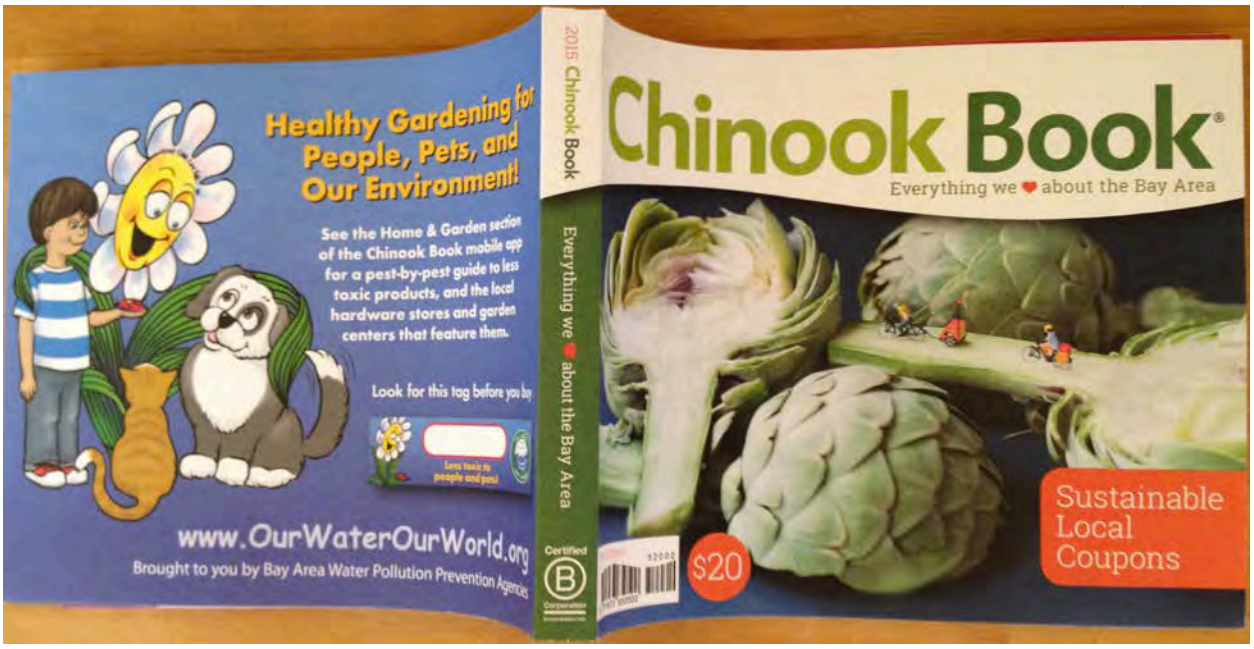
New ***Our Water, Our World*** graphic / display materials (continued)

Product Guide

Aisle signage

Photos of trade show booths

Copy of ***Our Water, Our World*** advertisement



# Home Depot and *Our Water Our World* Regional Pilot Program

## Project Final Report

Prepared by:
Ann Joseph Consulting
Debi Tidd Consulting

March 30, 2015

Our Water Our World
Home Depot
Bay Area Stormwater Management Agencies Association

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Our Water - Our World

# The Home Depot and *Our Water Our World* Regional Pilot Program

## INTRODUCTION

The Our Water Our World Program is a collaboration among regional and local water agencies in California designed to provide information to consumers about pest management strategies and less-toxic alternatives that help protect water quality. Since 2003, Home Depot and Our Water Our World (OWOW) have partnered to reduce toxic runoff from fertilizers and pesticides into local waterways. The OWOW program currently works with 56 Home Depot stores in California.

This project grew out of this successful partnership and the ever-increasing needs of consumers seeking less-toxic products. With Home Depot's continually expanding stock of less-toxic products, OWOW works to help expand these choices and to respond to each store's needs for assistance with customer questions, product information, displays and Associate trainings.

The goal of this project was to improve delivery of Integrated Pest Management (IPM) information at Home Depot stores through education of employees and customers. In addressing this goal, this project has helped to improve Associates' knowledge of less-toxic products and pest management strategies, increase visibility of these products, and promote stores as environmentally-friendly businesses while maintaining or helping to increase the sales of less-toxic pest control products.

This enhanced program brought a two-level training format for Home Depot Associates: a standard training for all Associates, and an advanced training for one Associate per store who was designated as the Green Garden Specialist.

## SCOPE OF WORK

### PROJECT DELIVERABLES

To meet these goals, several program components were developed including:

- Development of two levels of training curriculum, including extensive training binders and packets, supplemental handouts, and powerpoint presentations.
- Identification of a Green Garden Specialist at each store. Specialists were provided with specialized training, a set of resource materials and continuing education/information.

- Training for all Associates on how to explain/provide customers with solutions to seasonal pest problems
- Development of resource materials specific to Home Depot stores including a seasonal pest management calendar and *Pests Bugging You Pocket Guide*.
- Creation and promotion of large end-cap displays and smaller seasonal wing-stack displays of less-toxic products

Outline of the enhanced resources for the 10 stores:

- Identified a Green Garden Specialist (HD Associate) who became the expert at each store. This specialist mentored other Associates. (OWOW worked with Store Managers to identify ideal candidates).
- Provided resources so that Associates had confidence when helping customers. These included access to websites and support agencies, and support from OWOW Advocates, IPM consultants trained to work with Associates and customers. (See The Role of IPM Advocates below.)
- Provided tools for pest management including books, Pest ID cards, pest samples, and hand lenses with lanyards.
- Provided monthly store visits from an OWOW Advocate. Many Advocates visited stores weekly during the busy Spring and Summer season.
- Provided a Seasonal Pest Calendar to address pest problems ahead of the pest problems that will focus on the products Home Depot carries.
- Provided an enhanced training for Associates.
- Provided an advanced training for Green Garden Specialists.
- Provided one year of mentoring for each Green Garden Specialist by Advocates.
- Provided access to an entomologist for OWOW Advocates to help identify pests and diseases and to answer customer questions.
- Provided one outreach event for customers during the year focusing on current pest problems and customer questions (One 4-hour event per store.) During this time, we actually provided 2 outreach events at each store.
- Added seasonal display with ideas for pest management (wing stacks and end caps) and provide signage.

## THE ROLE OF IPM ADVOCATES

OWOW Advocates are IPM consultants working for the OWOW program and local agencies. Advocates work closely with store managers and staff to implement OWOW in stores in their service areas. During the full year of the program (January to December, 2014), six IPM Advocates were assigned to 10 project stores. During monthly store visits, they maintained tags labeling less-toxic products called shelf talkers (see page 10) and racks of pest management fact sheets (see page 11), mentored the Green

Garden Specialists by answering questions on products and pests, and kept them up to date on invasive pests coming to the area. They scheduled and conducted Associate trainings and customer outreach events. During the store visits and outreach events many customers were guided to less toxic solutions for their pest problems. In addition, the IPM Advocates assisted Associates and vendors with end cap implementation and signage.

IPM Advocates receiving an IPM Innovators Award from the California State Dept of Pesticide Regulation

## PARTICIPATING STORES

Here is a list of the 10 Home Depot stores included in this project:

| COUNTY | CITY & STORE # | IPM Advocate |
|---|---|---|
| **Alameda** | Emeryville 627 | Suzanne Bontempo |
| **Marin** | San Rafael 657 | Anne Rogers |
| **Napa** | Napa 6652 | Teresa Lavell |
| **San Mateo** | San Mateo 632,<br>E. Palo Alto 6603 | Suzanne Bontempo |
| **Solano** | Fairfield 637, Vallejo 633 | Teresa Lavelle |
| **Sonoma** | Santa Rosa 1379 | Annie Joseph |
| **Contra Costa** | San Ramon 6604 | Debi Tidd |
| **Sacramento** | Elk Grove 6674 | Steve Zien |

## RESULTS AT A GLANCE

During the this project, IPM Advocates successfully:

- Trained 130 Associates
- Provided 20 outreach events
- Helped create/label 10 end caps and participated in wing stack displays (see page 9).
- Reached over 1400 customers with work in-aisle and at outreach events

As a result of this project:

- 100% of store managers surveyed reported greater sales of less-toxic products from 2013 - 2014 even with a drought.
- 100% of the managers say their employees now have more confidence when identifying pest problems.
- 100% of the stores increased their shelf space for less-toxic products in 2013 – 2014 with the end cap displays. The store managers attribute these changes to the efforts of the IPM Advocates in the Home Depot Regional Pilot Program.

# PROJECT TASKS

## TASK 1: Develop Materials

### Task 1.1: Develop resources for a two-tiered training program for Associates, and identify a key individual at each store who will become the Green Gardening Specialist.

Providing Home Depot Associates with extensive training and supporting resource materials is a key component of this program. This training helps Associates know how to use the OWOW in-store materials, such as shelf talkers and fact sheets, and gives them an understanding of water pollution issues associated with more toxic-products. Trainings were designed to help them answer a variety of customer questions on pest management, and to help them quickly identify less-toxic products.

A Green Garden Specialist was identified at each store and provided with additional training and resources. Working as a mentor to other Associates, each Green Garden Specialist helped to disseminate product and pest management information provided by Advocates.

All store Associates were offered a basic training in pest identification and management techniques. These trainings also included helping customers to select plant material, fertilizers and soil amendments. In addition to this training, Green Garden Specialists were provided with a more advanced training with detailed information on pests and products, as well as new pests and diseases. This training included hands-on experience using pest management resources and identification of pests with hand lenses.

Learning to use a hand lens at the Green Garden Specialist Training

Training for Associates in San Mateo

### Task 1.2: Provide easy-to-access resources for Associates so they can confidently assist customers with pest management questions.

Each Associate was provided with an extensive resource packet, and Green Garden Specialists were provided with even more advanced resource materials in a training binder. These materials included:

- A laminated Good Bug/Bad Bug insect identification chart.
- 10 Most Wanted Bugs brochures for identifying beneficial insects and associated plants.
- A *Home Depot Monthly Pest-at-a Glance Calendar* of seasonal pest management techniques and products specific to Home Depot stores (See Appendix A)
- Copies of the OWOW fact sheet handouts on a variety of specific pests and landscape problems.
- A copy of *Plants and Landscapes for Summer-Dry Climates* to help with customer plant selections.
- A list of less-toxic products carried by Home Depot, information on ordering beneficial insects on Home Depot on-line (see Appendix C), and lists of other store materials for pest management such as screening, caulking, mulch, etc.

- An extensive resource list with books and web-sites for locating more detailed information on pest management solutions.
- A set of UC Statewide IPM retail newsletters with articles on pest management and marketing tips.
- Additional training packet information including: information on product ingredients and how they work, how to read a pesticide label, lists of plants to attract beneficial insects, guides to managing common landscape pests, instructions for helping customers with management techniques such as dormant spraying and using nematodes, and information on identifying new and invasive pests.

### Task 1.3: Provide IPM Materials from the University of California for Associates to use when assisting customers.

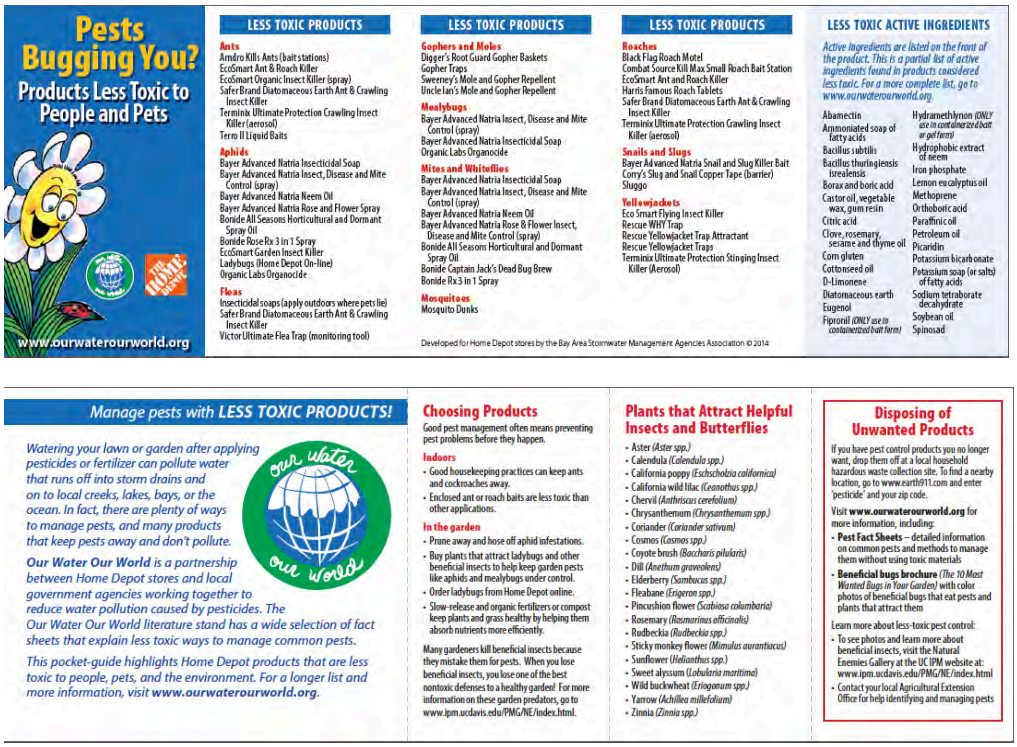
During the training, Associates were introduced to several easy-to-use resource materials published by the University of California, and were instructed in the use of these materials to answer customer questions. These materials included:

- Two sets of laminated, Pest Identification Cards along with hand lenses to help with identification.
- Copies of Pests of Landscape Trees and Shrubs for identifying pests and diseases.

### Task 1.4: Develop and provide a Pests Bugging You Pocket Guide for Associates with solutions specific to Home Depot's product line. (See Appendix B)

Part of this project included the development of a small, folded, 'apron-pocket' sized pest management guide called "**Pests Bugging You? Products Less Toxic to People and Pets**." This guide was designed to be used by Associates when answering customer questions, and to be given out to store customers to refer to on future visits. The guide was designed to reflect products and plants specific to Home Depot stores. Included in the guide:

- A list of 10 common pests with less-toxic products for managing each pest.
- A list of less-toxic ingredients listed on product labels.
- General information on choosing products and managing pests with less-toxic products.
- How to safely dispose of unwanted products.
- Resource information for more detailed information.
- A list of plants that attract beneficial insects and butterflies.




*Pests Bugging You?* pocket guide for Associates and customers

## Task 1.5: Install new signage for wing-stack seasonal pest displays.

Working in partnership with Home Depot product vendors, the OWOW team was able to help design, install and label end-caps and wing-stacks highlighting less-toxic products. Large end-caps with OWOW banners were installed promoting less-toxic Kellogg and Bayer products. Small, wing-stacks were located in the nursery area promoting Miracle-Gro's line of organic fertilizers.

Miracle Gro wing stack display

Kellogg and Bayer display

## TASK 2: Establish store set-ups, call schedule, and training workshops

### Task 2:1: Schedule meetings for Green Garden Specialist and IPM Advocate

Annie Joseph met with the Managers from each Home Depot pilot store to discuss the criteria for selecting an Associate as the Green Garden Specialist. Once an Associate was selected, Annie Joseph met with most of the Green Garden Specialists to introduce the IPM Advocate assigned to their store, and to explain the project.

### Task 2.2: Place new signage for shelf talker awareness, wind-stack displays and banners.

In some of the project stores, we were able to place some additional signage highlighting the connection between shelf talkers and how to find less-toxic products.

Signage reminding customers to look for shelf talkers

### Task 2.3: Label all less-toxic products; use laminated shelf talkers for outdoor products.

All less-toxic products were labeled with OWOW shelf talkers. The name of each product is printed on the shelf talkers to avoid confusion about which product is labeled. These labels were monitored on a monthly basis to make sure they were correctly placed and to add labels on new products. Labels for products and displays located outside were laminated to protect them from weather and humidity damage.

Shelf Talker

Laminated shelf talkers

Shelf talkers labeling less-toxic products

## Task 2.4: Display Literature racks in prominent areas.

The OWOW program offers store customers 15 different fact sheets with pest management tips, including fact sheets on several common pests, lawn and rose care, creating a healthy garden, and how to protect water quality. In addition to fact sheets in English, each store is stocked with Spanish versions of the most commonly used fact sheets. The fact sheets are displayed in metal racks with signage identifying the OWOW program.

Each store in this program was provided with the fact sheets and rack. Racks were most commonly located in a prominent place near the pesticide aisle.

Literature rack in pesticide aisle

### Task 2.5: Schedule monthly store visits.

Once shelf talkers and fact sheet racks were in place, IPM Advocates visited their stores on a monthly basis. During these visits, Advocates were able to

- Add or replace shelf talkers.
- Re-stock fact sheets
- Work with new Associates to explain the program and tools available to them.
- Answer any questions from Associates.
- Work with customers in aisle to help with product selection and answer questions.
- Research questions from Associates and customers and bring in answers and additional materials.
- Bring in seasonal information and information on new pests and products.

### Task 2.6: Train Associates and Green Garden Specialists

In addition to the Green Garden Specialist training, trainings were provided to Associates at each store. These 1-hour trainings were conducted off the floor in the training room. Associates were provided with packets containing extensive resource materials, insect ID Guides, and product lists.

Home Depot, Emeryville Associate's training

Home Depot, Santa Rosa Associate's training

## TASK 3: Develop Displays for Less-Toxic Products

### Task 3.1: Provide and display end-cap banners for all ten stores.

Each of the stores in the project was provided with an OWOW banner to highlight less-toxic products. These full-color, 6' by 24" banners were used in pesticide aisles, or to promote special end caps/wing stacks of less-toxic products.

Our Water Our World banner to highlight less-toxic product displays

### Task 3.2: Work with vendors who supply less-toxic products to build displays and order enough products to keep displays full.

Working in partnership with Home Depot product vendors, IPM Advocates were able to help design, install and label end-caps and wing-stacks highlighting less-toxic products. Large end-caps with OWOW banners were installed promoting less-toxic Kellogg and Bayer products. Small, wing-stacks were located in the nursery area promoting Miracle-Gro's line of organic fertilizer.

Kellogg and Bayer display

Miracle Gro Wingstack

### Task 3.3: Add Seasonal Wing-Stack Displays with signage for bimonthly seasonal pests

At some of the stores in the project, Advocates were able to assist stores in putting together additional displays highlighting seasonal pests and products. These displays were labeled with OWOW shelf talkers, and helped promote less-toxic products.

Less-toxic spring display

Dormant spray display for fall

Poster used on end caps and wing stacks

### Task 3.4: Provide stores with a seasonal pest calendar to help them plan in advance of pest problems

As part of this project, a monthly pest-at-a glance calendar was developed specifically for Home Depot stores. This calendar was designed to alert Associates to pests, diseases or landscaping problems ahead of time so that they could become familiar with management options and products they could recommend to customers. Each month's pest or disease also includes a list of Home Depot products that can be used for management, and any OWOW resources they had to get more information or to help them work with customers.

For the complete Home Depot Monthly Pest-At-A Glance Calendar, see Appendix A.

Our Water - Our World

Home Depot Monthly Pest-At-A Glance Calendar

| Month | Pest/Disease | Notes | Resources | Products to Highlight |
|---|---|---|---|---|
| January | Dormant spray for diseases/over-wintering insects | remove/dispose of infected plant material | OWOW Dormant Spray handout | Bonide Copper Fungicide<br>Bonide All-Seasons Oil |
| February | Rose Care | Mulch to prevent fungal diseases & conserve water | OWOW Rose Fact Sheet | Natria Neem Oil<br>Bonide All Seasons Oil<br>Nature's Care Insect Soap |
| March | Snail/Slug | Water early morning to prevent wet foliage at night | OWOW Snail & Slug Fact Sheet | Natria Slug & Snail<br>Sluggo<br>Nature's Care Slug and Snail |
| April | Aphids | Look for ladybugs & other beneficials that eat aphids | OWOW Aphid Fact Sheet | Nature's Care Insect Soap<br>Bonide All Seasons Oil<br>Organocide |
| May | Grubs | Buy beneficial nematodes on-line to manage young grubs | OWOW Grub Handout | Beneficial Nematodes |
| June | Mosquitoes | Check for standing water/screen windows | OWOW Mosquito Fact Sheet | Mosquito Dunks |
| July | Yellowjackets | Set traps at perimeter of yard, not near eating areas | OWOW Yellowjacket Fact Sheet | Yellowjacket traps/lures |
| August | Fleas & Flies | Flies: remove pet waste & fallen fruit<br>Fleas: use nematodes in outside breeding areas | OWOW Flea Fact Sheet | Fly Traps, Fly Tape<br>Fly predators (on-line)<br>Flea Traps, Nematodes<br>EcoSmart Flying Insect |
| September | Ants | Use caulk to seal entries/manage aphids to discourage ants | OWOW Ant Fact Sheet | Amdro & Terro ant baits<br>EcoSmart Ant & Roach |
| October | Rats/Mice | Pick up fallen fruit/nuts<br>Seal entries with foam | OWOW Rats and Mice Fact Sheet | Rat/Mouse Traps<br>Great Stuff Foam |
| November | Dormant Spray | Use when roses and fruit trees have lost their leaves | OWOW Rose Fact Sheet | Bonide All Seasons Oil<br>Bonide Copper Fungicide |
| December | Bed Bugs | Use a monitoring tool to detect bed bugs | Bed Bugs Quick Tips | Safer Ant and Crawling Insect Killer |

### Task 3.5: Evaluate the effectiveness by keeping track of the SKUs on the end-cap and seasonal wing stack displays.

Over the course of the year, the Advocates worked closely with the vendors to make sure that displays were kept full and that shelf talkers were in place if displays were moved or rebuilt.

Sixty percent of the stores in the end cap program showed an increase in the sales of the less-toxic pesticides on display. 100% of the stores with wing stack displays showed an increase in the sales of the Miracle Gro organic fertilizers that were featured in the display.

## TASK 4: Hold Tabling Events

### Task 4.1: Provide two tabling events at each store with a theme, such as organic rose care.

One of the most important aspects of this program was to be able to offer Home Depot customers access to IPM Advocates to answer their pest management and landscaping questions. Advocates held two tablings at each store during the project period. Less-toxic products were highlighted, and we were able to bring in additional resource materials and handouts for customers. Customers were

helped at the table and in aisle. In addition, Associates that were not able to attend a training were able to stop by for information about the program and to get help with customer questions.

Each four-hour tabling was held on a busy weekend or weekday morning in the Pesticide aisle or in the nursery. Advocates were able to work with over 800 customers during the 20 tablings provided. The tablings held at the Home Depot Road Shows in Pleasanton and Elk Grove reached an additional 250 Associates.

Store tablings for customers

Tablings at Home Depot Road Shows in Pleasanton and Elk Grove

# TASK 5: EVALUATION MEASURES

### Task 5.1: Analyze pre- and post training surveys of Associates

During both basic Associate trainings and the more advanced Green Garden Specialist training, Associates were asked to fill out a short pre-training survey before the training, and an evaluation form at the conclusion of the training. The pre- survey helped us to determine the level of the Associate's knowledge about pesticides and water quality issues before this information was provided to them in the training. The final survey included questions to help us determine how effective the training information was, and how the training could be adjusted to provide the most relevant and understandable information.

A total of 130 Associates were training during this project. We received 115 pre-surveys and 114 final evaluation forms back from training participants. In some cases, participants left questions blank. The percentages for each question represent the actual number of answers we got back.

**Summary of Regional Pilot Program**
**Pre-Training Survey**

| Survey Question | Yes | No | Don't Know |
|---|---|---|---|
| **When water runs into a storm drain in the street, is it treated before it reaches a stream or the Bay?** | 9% | 88% | 3% |
| **When water enters the sewer system from a house drain, are pesticides removed at the sewage treatment plant before the treated water enters the Bay?** | 48% | 45% | 7% |
| **How do you dispose of leftover pesticides after you finish applying them, or when you no longer need the pesticides? (Number indicates number of answers for each method of disposal.)**<br>• Household Hazardous Waste Sites: 36%<br>• Don't know: 27%<br>• Store for next use: 7% | | | |

- Use until empty: 6%
- Recycle: 9%
- Never have had leftovers: 2%
- Pour it down drain: 1%
- Throw away: 7%
- Dispose of properly: 3%
- Call for pickup: 1%
- Make sure it's not mixed and put back in the bottle: 1%

**Do you know where your local Household Hazardous Waste facility is located?**

YES: 39% NO: 61%

## Summary of Regional Pilot Program
## End of Training Evaluation Form

| Survey Question | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| The information provided was useful to you. | | | 1% | 11% | 88% |
| The training binder and resources will be useful to you in the future. | | | 2% | 4% | 94% |
| The information will help you recommend and sell less-toxic products. | | | 2% | 10% | 88% |

### What part of the training was most useful?

- Resource packets/information: 5%
- Pest calendar: 2%
- Information about less-toxic products: 28%
- Learning how to manage specific pests and diseases: 5%
- Everything was useful: 20%
- Good bug/bad bug information: 12%
- Learning about compost and mulch: 3%
- Learning about HHW/how to dispose of chemicals: 4%
- Product list: 1%
- Being more knowledgeable about pesticides and hazardous products/how they affect environment: 4%
- Learning about water pollution: 3%

- Knowing which products to recommend to customers who are eco-friendly
- Info on organic fertilizers: 2%
- Visuals: 3%
- Learning about natural bug repellents: 1%
- The question and answer portion: 1%
- Drought information/examples of water-wise landscapes: 2%
- Rebate information for irrigation and lawn removal: 2%
- Gardening guidelines: 1%
- The instructor – she was clear, informed, interesting: 1%

**What part of the training was least useful?**

- Everything was useful: 40%
- Need more time for training: 4%
- Identification of bug damage: 1%
- Outside garden products: 1%

**Did the information change your views about pesticides? Why or why not?**

**Yes: 85%**

- Now know more about how to use/recommend less-toxic products: 6%
- I feel more informed/know how to be eco-smart: 3%
- Good to know how to dispose of unwanted pesticides: 1%
- I know more about less-toxic choices: 4%
- Know more about pesticides and pesticide pollution impacts/issues: 6%
- More excited about using less-toxic products: 1%
- Know now to read the label: 1%
- I will only use/recommend less-toxics: 4%
- Made me more aware/more conscious about pesticide choices: 6%
- Now know the importance of keeping toxic pesticides out of water: 8%
- Will recommend products better for environment: 3%
- Knowing what to use when children and pets are near: 2%
- Better to use beneficial insects: 2%
- Will help me work with customers who are eco-friendly: 3%
- Reinforced my views: 1%
- Shows how something little has a big effect: 1%
- Know how to choose water-wise products: 1%
- Continual awareness of vastness of product offerings is helpful: 1%

**No: 15%**

- Already recommend less-toxic products: 13%

**When this training is held again, what changes do you recommend?**

- Longer time for training: 18%
- More training: 4%
- More Q & A: 1%
- More in-depth about what kills certain insects and diseases: 2%
- More info on pests: 2%
- Larger customer attention grabbers in store: 1%
- More on each type of toxic product: 1%
- More on soils: 2%
- Add a section on plants: 2%
- More detail on each best-selling product: 1%
- Discuss traps: 1%
- Don't need any changes: 4%

**Additional Comments:**

- It was all great; a great learning experience. (5 comments)
- Everything was good, a lot of information.
- Found all the information very interesting (2 comments)
- Love to see more instructors with more information. Love this.
- The instructor was great and super helpful.
- Would like you guys to stay longer. I'm fascinated.

### Task 5.2: Measure changes of less-toxic product sales.

Partner stores were contacted to get data on changes in the types of products available, and changes in the sales of less-toxic products. Data on end caps and wing stacks was collected with the help of vendors.

As a result of this project, all of the stores reported an increase in sales of less-toxic products from 2013 to 2014 due to products displayed on end caps and wing stacks, even with an economy impacted by drought.

### Task 5.3: Measure tabling evaluations by the number of customers reached and guided to less-toxic solutions for specific areas.

During the 20 tabling events, over 800 customers were reached and most took the guidance offered by the IPM Advocates. The tablings also offered additional opportunities for Associates to be mentored.

On their tables, the Advocates featured current pests problems that customers were likely to see along with their less toxic solutions. Because of the drought, the

Advocates were also able to feature two hand- outs “Ten Tips for Waterwise Gardening” and “Helping Landscapes Survive a Drought.” The “Helping Landscapes Survive a Drought” piece was created midsummer in response to the myriad of problems that occur more during those conditions and included tips for how the potential damage could be minimized. Advocates also showcased plant material that attracted beneficial insects so customers would know how to set their garden up for success.

In addition, Advocates provided customers with information on their local Household Hazardous Waste facilities for disposal of old pesticides and fertilizers. They also gave out information to customers and Associates on local Mosquito and Vector Control Districts for help with concerns about mosquito populations, rat and mouse infestations, and help with in-ground yellowjacket management.

**Subjects covered during the tablings included:**
Proper plant selection for various landscape situations, native plant selection, proper irrigation practices, benefits of mulching, use of organic and slow release fertilizers, how to attract beneficial insects to the garden, how products like neem oil, iron phosphate snail baits, and Bt work. The Advocates also promoted the array of beneficial insects that are available through the store online.

**Pests covered during the tablings included:**
Ants, aphids, bedbugs, blackspot, borers in fruit trees and ornamentals, caterpillars, citrus leaf miner, citrus psyllid, codling moth on apples and pears, fire blight, fleas, fungus gnats, gophers, grubs in lawns, lacebugs, leaf beetles, leaffooted bugs, mice, mites, moles, mosquitoes, olive fruit fly, peach leaf curl, rats, slugs and snails, spotted winged drosophila, skunks, spider mites, squash bugs , squirrels, thrips, voles, and yellow jackets.

### Task 5.4: Evaluate store manager surveys.

A survey was developed to assess the effectiveness of the IPM Advocates and the OWOW program materials. At the conclusion of the project, managers from each store in the program were asked to evaluate the project. They were asked to determine how effective the program was at educating staff and customers, how helpful they found their IPM Advocate, if the OWOW materials were effective aids to Associates and customers, and if the project helped to boost sales of less-toxic products. Here are the results of that survey:

## Home Depot Pilot Project – Exit Interview with Managers

| Survey Question | Agree | Somewhat Agree | Not Sure | Disagree |
|---|---|---|---|---|
| Training Associates has helped them more confidently answer customer questions about pests and less-toxic products. | 100% | | | |
| Training Associates has helped them more confidently sell less-toxic products. | 90% | 10% | | |
| This program has helped to increase the visibility and sales of less-toxic products. | 80% | 20% | | |
| Shelf talkers have helped Associates and customers to identify less-toxic products. | 90% | 10% | | |
| The fact sheets have helped Associates and customers answer questions about pest problems. | 100% | | | |
| This program has helped to promote your store in the community as a resource for eco-friendly, less-toxic solutions. | 60% | 40% | | |
| The resource materials provided by this program (books, ID guides, hand lens, supplemental handouts) have helped Associates answer pest questions and recommend less-toxic products. | 100% | | | |

**What additional things can this program do to help you promote less-toxic products?**

- Training cashiers is very helpful.
- We would love a webinar that would cover plants, products, bugs.
- We would like to have training materials on-line.
- We would like more classes and tutorials by Advocates. These trainings show that our employer cares. It gives us a comfort level in what we are selling. We also learn from the tabling events.

- More training for all employees, especially all the new employees as they come on. All of the people on the floor need to be trained.
- Have the fact sheets at the cashier stands so they can hand them out.
- Would like Sudden Oak Death information put into the rack so they can hand this out to customers.
- Maybe season pest or invasive pests have a spot in the rack.
- I would like to see two days where we train all the people early in the season.
- I would like to have a less-toxic rat display if we could get approval and support from our district manager.
- Want more hands-on trainings of Associates.
- We would like a link to our garden club for Our Water Our World.
- We like suggestions for what we should have in stock for the season.
- More outreach for Spanish speakers.
- Need more signage that stands out with the end cap.
- I would like more coaching about our products.
- I would like Debi to go into the aisles answering customer questions (hang out in the aisle) in addition to tabling events.
- Would like more trainings of our Associates. It gives them a sense of pride in what they do.
- We need more end caps.

**General Comments:**

- The point of purchase is great. People come to us and we guide them. Keep doing the great job you are doing.
- Trainings are great and the customer tablings are very helpful.
- Teresa brings in the actual bug samples and we really learn from that, as do our customers.
- Fact sheets are so helpful to us and to our customers.
- Not sure if the program has helped to promote the store in the community, but think so, especially with the end cap.
- Want to set dates for tabling events with customers – those are extremely helpful.
- Training Associates makes them proud.
- Not sure how stores are being promoted through the OWOW program.
- Like the practical explanations of products and how they work that Suzanne does. We need it for more Associates more often.
- Having more customer tabling events helps customers understand more and helps us more too.
- Suzanne really knows how to explain things to us.
- Steve comes in once a month, but we would like to see him more and more.
- We really appreciate the program. Anne is helping to reach out to the Spanish speaking community with her tabling events with Spanish Speakers.
- I should use facts sheets more and get others to use them more.
- Resource materials have been a great help.
- The tabling events are very helpful to our Associates and our customers. Everything is helpful.

## TASK 6: COORDINATION

Krissa Glasgow, Senior Manager of The Home Depot Environmental Innovations, helped to coordinate Home Depot's participation in the Green Garden Specialist training and mentoring pilot program with Our Water Our World. In December 2013, Krissa Glasgow came to tour several local stores to see the OWOW program in action. She was very supportive of the pilot program and planned a trip in the spring to attend a training at one of the pilot stores. Annie Joseph and Krissa Glasgow were in touch monthly throughout the pilot program as it was implemented.

Annie met with IPM Advocates in early December of 2013 to discuss the coming pilot program. In December and early January she went to the stores and met with the store managers along with the Advocates to tell them about the Green Garden Specialist training. They talked about selecting an Associate at their store to designate and train as the Green Garden Specialist.

In mid December 2013 Annie met with vendors to discuss the pilot program for the coming year. A coordinated plan was laid out to support all of the less-toxic products which Home Depot carries through Associate trainings, end cap promotions, and additional displays. The products would also be featured throughout the season during tabling events where time appropriate. The vendors were very supportive of the pilot program.

In January Annie arranged a meeting with District Manager Gregg Kenney, store manager Rod Wieldrayer of the Napa store, Debi Tidd IPM Advocate and educator, and several key Associates from the Napa Home Depot. They set the plan for the Regional training that would occur in February and would lay the ground for the Green Garden Specialist training kickoff. At the date selected, the ten Associates would meet for the kickoff at the Napa location.

Debi Tidd created the training materials and hands on activities for the Green Garden Specialists. Support materials were purchased consisting of reference books from UCANR "Pests of the Landscape Trees and Shrubs" and Landscape Pest ID Cards, hand lenses, and a book titled "Plants and Landscapes for Summer Dry Climates." Debi Tidd also created powerpoint presentations for the Advocates to use for the enhanced store trainings for the ten stores that spring.

The training was attended by the Green Garden Specialist Associates from the 10 pilot stores, IPM Advocates who were their future mentors, and sponsoring agency representatives. The agency representatives included Gina Purin from Marin County Stormwater Pollution Prevention Program, Jamison Crosby from Napa County Flood Control and Water Conservation District, and Jennifer Kaiser from Vallejo Sanitation and Flood District.

Following the training, the Advocates set dates for outreach events, store trainings, and call schedules. The end cap promotions were planned with the vendors. Vendors met many of the Advocates at the stores and were instrumental

in helping to build end caps, wing stacks, and displays. OWOW banners for displays were printed and distributed to the Advocates so each store had a banner. Annie made sure the Advocates were in communication with their vendors so the end cap signage would remain up and the products would be kept in stock during the season. Signage for wing stacks was also created and put up in the stores. Photographs were taken of end caps, wing stacks, and displays.

In March 2014, Krissa was able to travel to attend an enhanced store training at the Emeryville Home Depot. There she was able to meet Geoff Brossueau the Executive Director of BASMAA, Jim Scanlin from Alameda Countywide Clean Water Program, IPM Advocate Suzanne Bontempo, and Advocate and instructor Debi Tidd. After the training she was able to tour the store seeing the end cap display in the nursery and to discuss the less toxic products that Home Depot carries.

During the year the Advocates were in continuous communication with Annie via e-mail, texting, and phone calls regarding the progress of their mentoring of the Green Garden Specialists. They also kept her up to date on their mentoring of additional store Associates and the customers they helped while they were in the stores. Advocates sent Annie monthly reports that detailed their store visits and trainings. When they conducted tablings, they kept records of customer interactions and also sent photos of their tablings and displays.

In January and February of 2015 Annie interviewed the store managers and department leads to conduct a survey about the pilot program. It was very evident that the IPM Advocates had risen to a higher level of importance in the eyes of the stores over the past year.

The Advocates had deepened the confidence of the Associates through doing research to address Associate and customer questions using science based systems with support from UCIPM Collaborative Tools, UCIPM online, OWOW Ask the Expert Dr. Quarels from the Bio-Integral Resource Center, and the expertise of Dr. Nita Davidson from the Department of Pesticide Regulation. The Advocates also became valued partners by working tirelessly to maintain shelf talkers and signage on the end caps and displays. Vendors and Associates alike truly appreciated the work of the IPM Advocates.

Through this successful coordination with Associates, Advocates, and vendors with the Our Water Our World Program, Home Depot is supporting an expansion of the training to include more Associates in the Green Garden Specialist training in 2015.

## CONCLUSIONS

Over the course of this pilot project, six IPM Advocates put in more than 1000 hours working in the 10 stores in the project. During this time they met with store managers and Associates, customers and vendors. They labeled less-toxic products with shelf talkers so that Associates and customers could easily find them, provided a series of fact sheets on pest management, and worked with customers in-aisle to help with pest management strategies.

- Advocates trained a total of 130 Associates in 13 workshops.

- Each Advocate participated in two tabling events for their store, totaling 20 outreach events, and reaching over 800 customers. In addition, Advocates reached an additional 600 customers during their regular store visits.

- In addition to researching Associates' pest questions, the Advocates showed them how to access additional information on the OWOW Ask the Expert feature and the UC Statewide IPM Project by using their store computer or showing how easy it is by using an I-pad or smart phone.

After the year was completed, the Green Garden Specialists, store managers, department leads, and additional Associates did not want the program to end. They valued the diligence with which the Advocates worked with vendors on displays, created additional signage, helped increase the sales of their less toxic products, guided many customers in the aisles to get answers for their pest questions, and supported all the Associates with additional materials and resources. The store managers realized the improved expertise and confidence their Associates gained working with the Advocates and wanted to have the Advocates in their stores full time.

As we move into 2015 and the completion of this pilot project, all of the 56 Home Depot stores in the OWOW partnership will continue to receive support from IPM Advocates or Public Agency personnel. All stores will be visited to refresh shelf talkers and fact sheets.

In most counties where Advocates are working in the stores, the store will also receive:

- Continued support for Associates, including providing seasonal pest information and researching pest questions.

- Working in-aisle with customers to answer pest management questions and to recommend products.

- Outreach and tabling events for customers.

## Home Depot Stores Currently Partnering with the *Our Water Our World* Program

| County | City and Store Number |
|---|---|
| **Alameda** | Fremont 6636, Newark 6964, Pleasanton 629, Union City 635, Oakland 1007, Hayward 1017, Emeryville 6627, and Livermore 6678 |
| **Contra Costa** | Concord 634, El Cerrito 643, Pittsburg 644, Brentwood 1076, Hercules 1044, San Ramon 6604 |
| **Fresno (Pac.C.)** | East King's Canyon Road 1086 |
| **Marin** | San Rafael 657 |
| **Mendocino** | Ukiah 8408 |
| **Monterey** | Salinas 1843, Seaside 6967 |
| **Napa** | 6652 |
| **Placer** | Roseville 636, Roseville 6688 |
| **Sacramento** | Carmichael 650, Florin Road 651, Folsom 6675; Sacramento: Meadowview Road 1003, Power Inn/Folsom Blvd. 6620, Truxel Road 6649, Howe Ave 6966, Rancho Cordova 652, Elk Grove 6678 |
| **Santa Cruz** | Soquel 6968 |
| **San Mateo** | Colma 639,Daly City 1092, San Carlos 628, San Mateo 632, East Palo Alto 6603 |
| **Santa Clara** | Blossom Hill Road 622, Campbell 642, De Anza Blvd. 6635, Hillsdale 1009, Milpitas 1041, Monterey Hwy 1861, Santa Clara—Lafayette St. 630, Story Road 6672, Sunnyvale—Kiefer Road 640, West Capital Expressway 6621 |
| **San Luis Obispo** | San Luis Obispo 1052 |
| **Shasta** | Redding 6682 |
| **Solano** | Fairfield 637, Vallejo 633 |
| **Sonoma** | Rohnert Park 641, Santa Rosa 1379, Windsor 6667 |
| **Stanislaus** | Modesto 6601 |

## RECOMMENDATIONS

Going forward, we hope to continue all the work Advocates are currently doing in stores. As funding becomes available, we hope to expand the program by:

- Developing on-line training modules for Associates that would be available to them for expanded and seasonal information, and to help train new Associate's on less-toxic pest management.

- Developing and providing more seasonal pest identification and management information.

- Working with the stores to identify and promote water-wise plants and plants that attract beneficial insects.

- Providing research on new products and ways to reach customers and expand the market for less-toxic products.

- Developing a documentary about the partnership between Home Depot and the Our Water Our World program. As partners, Home Depot helped us to develop a truly unique program to reduce pesticide pollution while promoting less-toxic and sustainable landscaping practices. We hope to share this process and it's benefits with the public and other stores.

## ACKNOWLEDGEMENTS

Thank you to the following:

- **Alameda Countywide Clean Water Program, Fairfield-Suisun Urban Runoff Management Program, Marin County Stormwater Pollution Prevention Program, Napa Countywide Stormwater Pollution Prevention Program, Palo Alto Regional Water Quality Control Plant, Sacramento Stormwater Quality Partnership, San Mateo Countywide Water Pollution Prevention Program, City of San Ramon, City of Santa Rosa and Sonoma County Water Agency, and Vallejo Sanitation and Flood Control District** for providing additional funding to support this enhanced pilot project in their local Home Depot store.

- **Geoff Brosseau**, Executive Director of BASMAA, who believed deeply in the project and made sure the Advocates received support for the Home Depot Pilot Program from the local public agencies and beyond.

- **Jim Scanlin**, Alameda Countywide Clean Water Program, for his undying support for this pilot program as soon as he heard it was a possibility.

- **Krissa Glasgow**, Senior Environmental Innovations for Home Depot, for her enthusiastic support for the pilot program. She helped to make the program flow smoothly and gain support throughout Home Depot so it could have such a great opportunity for success currently and in the future.

- **Debi Tidd**, OWOW, for her tireless efforts for the Our Water Our World Program in creating useful practical materials, offering vision and clarity to the pilot program, and to mentoring hundreds of Associates in the practice of IPM.

- **Karey Windbiel-Rojas**, Urban IPM Educator at UC IPM, for providing continuing education and training as well as resources and support materials for the Advocates.

- **Nita Davidson,** from the California Department of Pesticide Regulation, who donated endless hours to edit training materials, identify pest problems, and offer support on her own time at the road shows.

- **Dan Joseph** and **Jenna Tidd**, for their support.

- Thanks to the representatives from the companies that helped us to implement, build and support store displays:
  - Kellogg Garden Supply: National Account manager, **Frank Pierce**; Regional Manager, **Gary Burnett**; Reps **Adam Hall**, **Juan Ballestreros** and **Kris Kaczanowski.**
  - Bayer Company: Area Sales Manager, **Daniel Valez,** and Alice
  - Scott's Miracle Gro: District Market Manager**, Louie Licad**
  - Monterey Lawn and Garden Products: Key Account Manager, **Clayton Smith**

- And finally, our enthusiastic and committed IPM Advocates for their continuous commitment to mentoring the public, the Associates, and the vendors in less-toxic pest management: **Suzanne Bontempo**, **Debi Tidd, Annie Joseph, Teresa Lavell**, **Anne Rogers**, **Steve Zien**.

Emeryville Home Depot less-toxic display with Krissa Glasgow, from Home Depot, Jim Scanlin with Alameda Countywide Clean Water, and IPM Advocates Debi Tidd and Suzanne Bontempo

Santa Rosa Associates with Home Depot Pocket Guides

Annie Joseph at Santa Rosa tabling event

*The point of purchase is great. People come to us and we guide them. Keep doing the great job you are doing!*

Associate, Home Depot, Napa

*I learned a lot of great information. I'll be recommending organic pesticides.*

Associate, Home Depot, Elk Grove

*It is nice to know there are more environmentally friendly ways to manage pests other than harsh chemicals.*

Associate, Home Depot, San Ramon

*Now it's a must for me to read the label on pesticides.*

Associate, Home Depot, Vallejo

(Useful) *knowing products to recommend to customers are eco-friendly*.

Associate, Home Depot, Santa Rosa

# Appendix A

# Home Depot
# Monthly Pest
# At-a-Glance Calendar

Our Water - Our World

Home Depot Monthly Pest-At-A Glance Calendar

| Month | Pest/Disease | Notes | Resources | Products to Highlight |
|---|---|---|---|---|
| January | Dormant spray for diseases/over-wintering insects | remove/dispose of infected plant material | OWOW Dormant Spray handout | Bonide Copper Fungicide<br>Bonide All-Seasons Oil |
| February | Rose Care | Mulch to prevent fungal diseases & conserve water | OWOW Rose Fact Sheet | Natria Neem Oil<br>Bonide All Seasons Oil<br>Nature's Care Insect Soap |
| March | Snail/Slug | Water early morning to prevent wet foliage at night | OWOW Snail & Slug Fact Sheet | Natria Slug & Snail<br>Sluggo<br>Nature's Care Slug and Snail |
| April | Aphids | Look for ladybugs & other beneficials that eat aphids | OWOW Aphid Fact Sheet | Nature's Care Insect Soap<br>Bonide All Seasons Oil<br>Organocide |
| May | Grubs | Buy beneficial nematodes on-line to manage young grubs | OWOW Grub Handout | Beneficial Nematodes |
| June | Mosquitoes | Check for standing water/screen windows | OWOW Mosquito Fact Sheet | Mosquito Dunks |
| July | Yellowjackets | Set traps at perimeter of yard, not near eating areas | OWOW Yellowjacket Fact Sheet | Yellowjacket traps/lures |
| August | Fleas & Flies | Flies: remove pet waste & fallen fruit<br>Fleas: use nematodes in outside breeding areas | OWOW Flea Fact Sheet | Fly Traps, Fly Tape<br>Fly predators (on-line)<br>Flea Traps, Nematodes<br>EcoSmart Flying Insect |
| September | Ants | Use caulk to seal entries/manage aphids to discourage ants | OWOW Ant Fact Sheet | Amdro & Terro ant baits<br>EcoSmart Ant & Roach |
| October | Rats/Mice | Pick up fallen fruit/nuts<br>Seal entries with foam | OWOW Rats and Mice Fact Sheet | Rat/Mouse Traps<br>Great Stuff Foam |
| November | Dormant Spray | Use when roses and fruit trees have lost their leaves | OWOW Rose Fact Sheet | Bonide All Seasons Oil<br>Bonide Copper Fungicide |
| December | Bed Bugs | Use a monitoring tool to detect bed bugs | Bed Bugs Quick Tips | Safer Ant and Crawling Insect Killer |

# Appendix B

## *Home Depot*
## *Pests Bugging You Pocket Guide*

# Pests Bugging You?

## A Home Depot Pocket Guide

## Choose Products Less Toxic to People and Pets

www.ourwaterourworld.org

## LESS TOXIC PRODUCTS

### Ants
Amdro Kills Ants (bait stations)
EcoSmart Ant & Roach Killer
EcoSmart Organic Insect Killer (spray)
Safer Brand Diatomaceous Earth Ant & Crawling Insect Killer
Terminix Ultimate Protection Crawling Insect Killer (aerosol)
Terro II Liquid Baits

### Aphids
Bayer Advanced Natria Insecticidal Soap
Bayer Advanced Natria Insect, Disease and Mite Control (spray)
Bayer Advanced Natria Neem Oil
Bayer Advanced Natria Rose and Flower Spray
Bonide All Seasons Horticultural and Dormant Spray Oil
Bonide Rose Rx 3 in 1 Spray
EcoSmart Garden Insect Killer
Ladybugs (Home Depot On-line)
Organic Labs Organocide

### Fleas
Insecticidal soaps (apply outdoors where pets lie)
Safer Brand Diatomaceous Earth Ant & Crawling Insect Killer
Victor Ultimate Flea Trap (monitoring tool)

## LESS TOXIC PRODUCTS

### Gophers and Moles
Digger's Root Guard Gopher Baskets
Gopher Traps
Sweeney's Mole and Gopher Repellent
Uncle Ian's Mole and Gopher Repellent

### Mealybugs
Bayer Advanced Natria Insect, Disease and Mite Control (spray)
Bayer Advanced Natria Insecticidal Soap
Organic Labs Organocide

### Mites and Whiteflies
Bayer Advanced Natria Insecticidal Soap
Bayer Advanced Natria Insect, Disease and Mite Control (spray)
Bayer Advanced Natria Neem Oil
Bayer Advanced Natria Rose & Flower Insect, Disease and Mite Control (spray)
Bonide All Seasons Horticultural and Dormant Spray Oil
Bonide Captain Jack's Dead Bug Brew
Bonide Rx 3 in 1 Spray

### Mosquitoes
Mosquito Dunks

## LESS TOXIC PRODUCTS

### Roaches
Black Flag Roach Motel
Combat Source Kill Max Small Roach Bait Station
EcoSmart Ant and Roach Killer
Harris Famous Roach Tablets
Safer Brand Diatomaceous Earth Ant & Crawling Insect Killer
Terminix Ultimate Protection Crawling Insect Killer (aerosol)

### Snails and Slugs
Bayer Advanced Natria Snail and Slug Killer Bait
Corry's Slug and Snail Copper Tape (barrier)
Sluggo

### Yellowjackets
Eco Smart Flying Insect Killer
Rescue WHY Trap
Rescue Yellowjacket Trap Attractant
Rescue Yellowjacket Traps
Terminix Ultimate Protection Stinging Insect Killer (Aerosol)

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## LESS TOXIC ACTIVE INGREDIENTS

*Active ingredients are listed on the front of the product. This is a partial list of active ingredients found in products considered less toxic. For a more complete list, go to www.ourwaterourworld.org.*

Abamectin
Ammoniated soap of fatty acids
Bacillus subtilis
Bacillus thuringiensis isrealensis
Borax and boric acid
Castor oil, vegetable wax, gum resin
Citric acid
Clove, rosemary, sesame and thyme oil
Corn gluten
Cottonseed oil
D-Limonene
Diatomaceous earth
Eugenol
Fipronil *(ONLY use in containerized bait form)*
Hydramethlynon *(ONLY use in containerized bait or gel form)*
Hydrophobic extract of neem
Iron phosphate
Lemon eucalyptus oil
Methoprene
Orthoboric acid
Paraffinic oil
Petroleum oil
Picaridin
Potassium bicarbonate
Potassium soap (or salts) of fatty acids
Sodium tetraborate decahydrate
Soybean oil
Spinosad

## Disposing of Unwanted Products

If you have pest control products you no longer want, drop them off at a local household hazardous waste collection site. To find a nearby location, go to www.earth911.com and enter 'pesticide' and your zip code.

Visit **www.ourwaterourworld.org** for more information, including:

- **Pest Fact Sheets** – detailed information on common pests and methods to manage them without using toxic materials
- **Beneficial bugs brochure** *(The 10 Most Wanted Bugs in Your Garden)* with color photos of beneficial bugs that eat pests and plants that attract them

Learn more about less-toxic pest control:

- To see photos and learn more about beneficial insects, visit the Natural Enemies Gallery at the UC IPM website at: www.ipm.ucdavis.edu/PMG/NE/index.html
- Contact your local Agricultural Extension Office for help identifying and managing pests

## Choosing Products

Good pest management often means preventing pest problems before they happen.

### Indoors

- Good housekeeping practices can keep ants and cockroaches away.
- Enclosed ant or roach baits are less toxic than other applications.

### In the garden

- Prune away and hose off aphid infestations.
- Buy plants that attract ladybugs and other beneficial insects to help keep garden pests like aphids and mealybugs under control.
- Order ladybugs from Home Depot online.
- Slow-release and organic fertilizers or compost keep plants and grass healthy by helping them absorb nutrients more efficiently.

Many gardeners kill beneficial insects because they mistake them for pests. When you lose beneficial insects, you lose one of the best nontoxic defenses to a healthy garden! For more information on these garden predators, go to www.ipm.ucdavis.edu/PMG/NE/index.html.

## Plants that Attract Helpful Insects and Butterflies

- Aster *(Aster spp.)*
- Calendula *(Calendula spp.)*
- California poppy *(Eschscholzia californica)*
- California wild lilac *(Ceanothus spp.)*
- Chervil *(Anthriscus cerefolium)*
- Chrysanthemum *(Chrysanthemum spp.)*
- Coriander *(Coriander sativum)*
- Cosmos *(Cosmos spp.)*
- Coyote brush *(Baccharis pilularis)*
- Dill *(Anethum graveolens)*
- Elderberry *(Sambucus spp.)*
- Fleabane *(Erigeron spp.)*
- Pincushion flower *(Scabiosa columbaria)*
- Rosemary *(Rosmarinus officinalis)*
- Rudbeckia *(Rudbeckia spp.)*
- Sticky monkey flower *(Mimulus aurantiacus)*
- Sunflower (*Helianthus spp.*)
- Sweet alyssum (*Lobularia maritima*)
- Wild buckwheat *(Eriogonum spp.)*
- Yarrow *(Achillea millefolium)*
- Zinnia *(Zinnia spp.)*

## *Manage pests with **LESS TOXIC PRODUCTS!***

*Watering your lawn or garden after applying pesticides or fertilizer can pollute water that runs off into storm drains and on to local creeks, lakes, bays, or the ocean. In fact, there are plenty of ways to manage pests, and many products that keep pests away and don't pollute.*

***Our Water Our World** is a partnership between Home Depot stores and local government agencies working together to reduce water pollution caused by pesticides. The Our Water Our World literature stand has a wide selection of fact sheets that explain less toxic ways to manage common pests.*

*This pocket-guide highlights Home Depot products that are less toxic to people, pets, and the environment. For a longer list and more information, visit **www.ourwaterourworld.org**.*

# Appendix C

# Home Depot
# On-Line Ordering Information
# for Beneficial Insects

# Home Depot On-Line
# Ordering Information for Beneficial Insects

**TO ATTRACT BENEFICIAL INSECTS:** Nutritional yeast protein that attracts a variety of beneficial insects to the garden.

- Ladies in Red Biocontrol Honeydew Beneficial Insect Attractant (8 oz or 16 oz)

**LADYBUGS**: To manage aphids, whitefly, thrips, spider mites, scale and other soft-bodied insects.

- Ladies in Red Live Ladybugs (available in 1/3 cup, ½ pint, one pint, or 1 qt. of live insects)

**BENEFICIAL NEMATODES**: To manage flea larvae, grubs, ants, fungus gnat, cutworms, rootworms. Look for the nematodes that manage your customer's specific pest.

- Ladies in Red Beneficial Nematodes for Organic Pest Control
- Nema-globe Fungus Gnat Control Nematodes
- Nema-globe Grub Busters Natural Grub Eliminator
- Nema-globe Ant Attack Eliminator
- Nema-globe Pre-Calculated Nematode Sprayer

**FLY PREDATOR**: Kills fly larvae before they hatch.

- Ladies in Red Ready-to-Use Fly Parasites for Natural Fly Control

**PRAYING MANTIS**: To manage flies, mosquitoes, crane-flies, wasps and other garden pests.

- Ladies in Red Five Praying Mantis Egg Cases for Organic Control of Yard and Garden Pests
- Ladies in Red Ten Praying Mantis Egg Cases for Organic Control of Yard and Garden Pests
- Ladies in Red Twenty Praying Mantis Egg Cases for Organic Control of Yard and Garden Pests

Summary of tasks for Home Depot Regional Training

Because of the great response from the Home Depot Stores for the training of the Green Garden Specialists in 2014 as part of the enhanced pilot project, Home Depot's Sr. Manager of Environmental Innovation requested that additional Associates (Home Depot staff) experience the advanced training so more Associates would have that level of expertise. Associates from the original 10 stores were contacted, as were additional Associates from surrounding stores for the advanced regional training that would be held in two locations – Milpitas and Napa Home Depots.

Project Tasks

Task 1. Materials Development (see attachments)

- Developed and revised resource and handout materials, including county specific information for HHW, Mosquito and Vector Control, Pest of the Month Calendars with Home Depot updated products, 2015 Home Depot How Less Toxic Products Work, Home Depot Less Toxic Product List for 2015, New and Invasive Pests, Waterwise Gardening, Protecting Landscapes in a Drought, Local water rebate information, Plant It Right List, Waterwise Plants for the Greater San Francisco Bay Area, and an updated resource list
- Researched and created handouts on new pests of concern
- Created PowerPoint presentation for 2015
- Developed pre- and post-surveys for the trainings

Task 2. Regional trainings (see attached photos) – Stores were contacted, dates chosen, Associates registered, and training materials prepared or purchased, including resource binders, set of UC Landscape Pest ID Cards, hand lens with lanyard, Home Depot Pocket Guide, and Mac's Field Guides Good/Bad Bugs of California. Associates from twelve additional stores attended as did 5 Associates from the original stores (17 stores in the two trainings) – meeting the goal of Home Depot to reach out to additional stores and their Associates. Additional attendees in Santa Clara County included representatives from the City of Milpitas, the Santa Clara Valley Urban Runoff Pollution Prevention Program, and the Santa Clara County Storm Water Program

Task 3. Assessment and Reporting (see training evaluations)

- Collected and compiled pre- and post- training evaluations.
- Trained 15 Associates each at the Milpitas and Napa stores. Additional materials were given to stores to take back to key Associates who could not attend.
- Associates met with their IPM Advocates during the training breaks and set dates for in-store trainings for additional Associates, and dates for tabling events.
- Home Depot stated that the products promoted by the *Our Water, Our World* program have grown in unit sales by an average of 12% each year from Home Depot's fiscal year 2012 through FY 2014. Home Depot's fiscal year is March – February.

# Our Water - Our World

Home Depot & Our Water Our World Store Partnership Program

# Regional Associate's Training

Annie Joseph
Debi Tidd

# Welcome to the Regional Associate's Training

## Introductions

## Binder and Resources

# What is the number one source of water pollution in California?

a. Sewage discharges

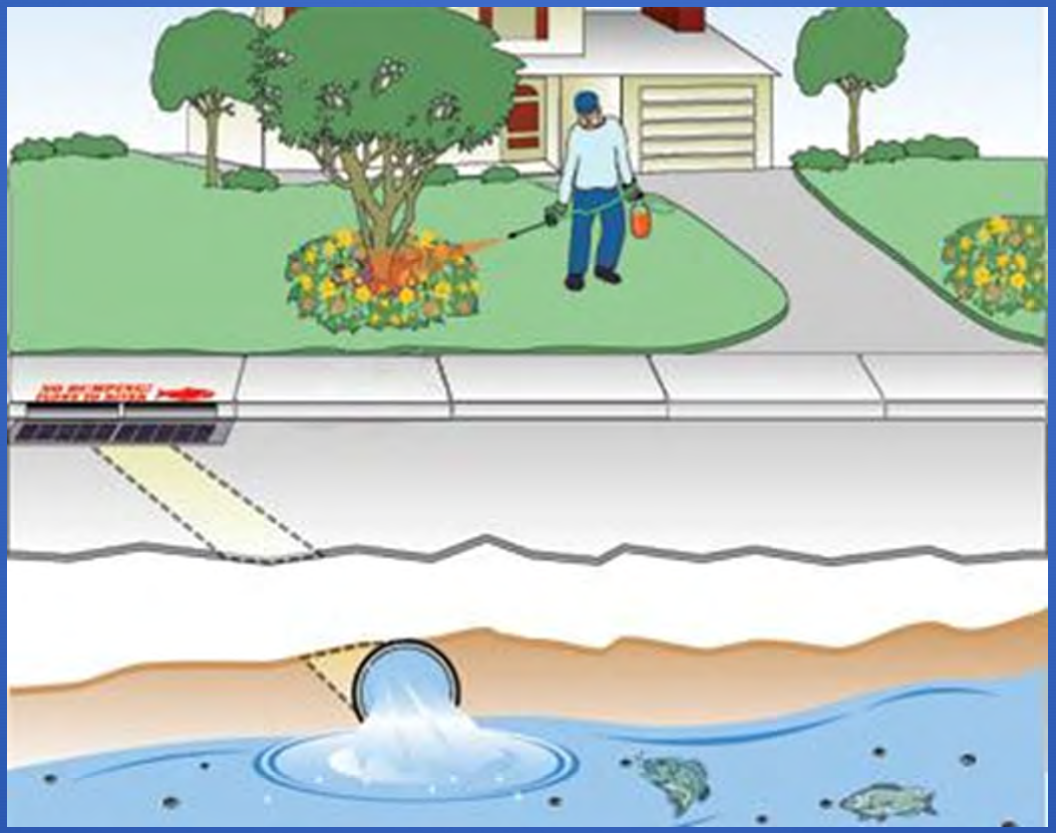
b. Large industrial plants and factories

c. Oil tanker spills

d. Agriculture

e. Runoff

# Runoff from landscapes enters the storm drains



Is this water treated before it enters the creek?

# The Sewer System

When water enters the sewer system from a house drain, are pesticides removed at the sewage treatment plant before the water enters the Bay?

# The San Francisco Bay is one of the four most biologically productive areas in the world!

# The Problem

- Most bodies of water in urban areas of California listed impaired by pesticide toxicity
- Current technology can't remove pollutants
- Clean Water Act & stormwater permits require local governments to reduce pesticide levels

# One Solution: OWOW Store Partnership

- Go to the ‘point of purchase’ where people buy pest control products
- Involve local businesses in solving the problem
- Help the pubic learn about less-toxic products and the connection between pesticide use and water quality

# What is Our Water Our World?

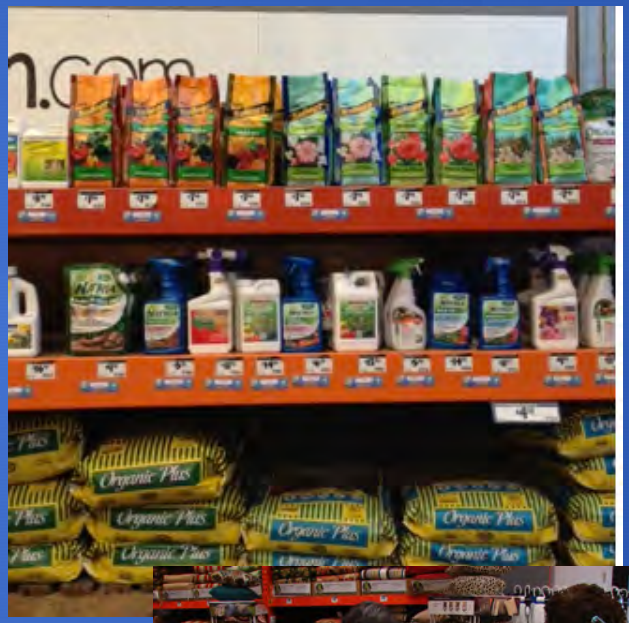
- Partnership with water pollution prevention agencies and retail stores
- National Award Winning Program

Shelf talkers

Fact Sheets

# Our Water Our World

- Promotes your store as having environmentally-friendly solutions
- Label end caps and recommend seasonal products
- Provides staff trainings
- Provides outreach for customers
- Offers on-going information and resources



# 300 Stores in 14 Counties

Working with the community to:

- Think about landscaping in new ways
- Provide expertise to troubleshoot pest problems
- Empower customers to solve problems

# Why hold a Regional Associate's Training?

- To help Associates be more knowledgeable about less-toxic pest management strategies
- To partner with Associates that can help to train additional Associates working in the nursery area.

# Integrated Pest Management (IPM)

Use a variety of strategies for managing pest problems.

- Cultural: Creating healthy landscapes with organic fertilizers, compost, mulch, appropriate plants
- Physical: Using barriers & traps, caulk, screen, weed block, etc.
- Biological: Using beneficial organisms
- Chemical: Choosing least-toxic methods first and treating for the specific pest

# Helping Customers Identify Pest Problems

- Do you see insects on the damaged plant?
- What kind of damage do you see?
- What plant do you see the damage on?
- Has the plant been fertilized recently?
- Is the plant situated in the right spot?
- Are beneficals present?

chewing damage

sucking damage

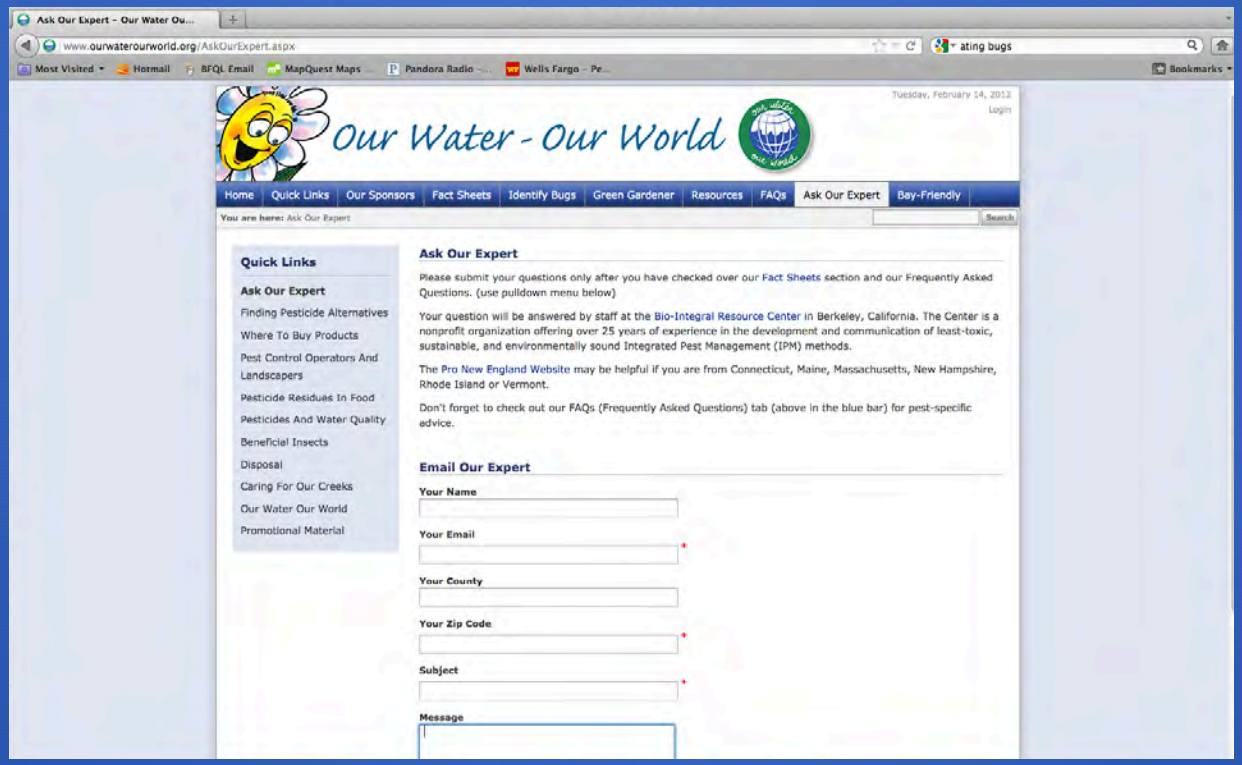
# Resources for Pest Identification and Management

# Resources for Pest Identification and Management

Sucking and Chewing Insect Damage

| Insect | Plants | Symptoms |
|---|---|---|
| Asparagus beetles | asparagus | leaves are eaten, the epidermis is removed from stems causing the upper growth to dry and turn brown. |
| Black vine weevils | yews, rhododendrons, hydrangeas, euonymus, camellias, grapes, strawberries and fuchsias | notches appear in leaf margins, often near the ground from late spring to mid fall. |
| Caterpillars | many garden plants | leaves and occasionally flowers are eaten away from the edges inward |
| Colorado potato beetles | potatoes, tomatoes, eggplants, peppers | leaves are eaten, leaving only the main vein. |
| Earwigs | shrubs, perennials, annuals including dahlias, chrysanthemums, clematis, apricots and peaches | young leaves and petals are eaten in summer |
| Flea beetles | seedlings, leafy vegetables, radishes, wallflowers | holes and pits appear on upper surface of leaves; plants may die if attack is severe |
| Gypsy moths | many deciduous trees and shrubs, but especially apples, hawthorns, oaks, lindens and sometimes conifers such as spruce | leaves are eaten and plants may be defoliated. Repeated attacks will kill the plant. |
| Japanese beetles | various plants including grape, roses, and daylilies | flowers and leaves are eaten often in groups, leaving only the veins of the leaf visible. |
| Leaf-cutting bees | roses, some trees and shrubs | lozenge-shaped or circular pieces of uniform size are removed from the margins of the leave (outer edge) |
| Millipedes | seedlings and other soft growth plants including strawberry fruits and potato tubers | seedlings and soft growth are eaten, roots and stems may be eaten during dry periods; damage is rarely serious |
| Plant bugs | shrubs and perennials, especially chrysanthemums, asters, gladioli, zinnias, mint and dahlias, some annuals and fruits | leaves at shoot tips are distorted with small holes during the summer months |
| Sawfly larvae | trees, shrubs, perennials, bulbous plants and fruits; particularly | plants are defoliated |

# Resources for Pest Identification and Management




Our Water Our World “Ask the Expert” Feature

# Identifying Pests: Using a Hand Lens

- Hold the lens right up to your eye and bring the object to be viewed up to the lens until it is in focus

- The higher the magnification, the closer you will hold the object (focal distance)

# ID exercise

eucalyptus

redgum lerp psyllids

rose leaf

roseslug sawfly

# IPM Techniques: Cultural Controls

## Growing a Healthy Garden to Manage Pests Naturally

- Organic Fertilizers & Compost
- Mulch
- Waterwise & Native Plants
- Sanitation

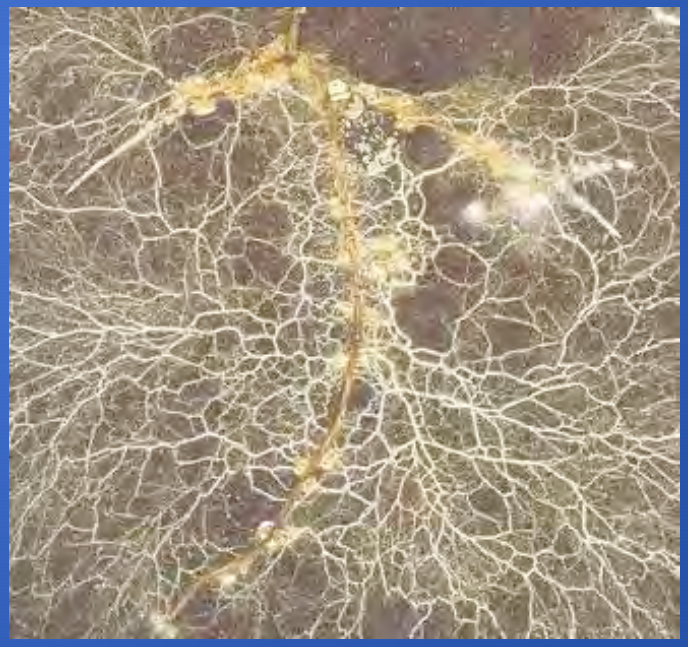
# Organic & Slow Release Fertilizers Compost

- Slowly releases nutrients over a long period of time
- Won't run-off into local waterways
- Prevents growth spurts that can attract pests
- Feeds/adds soil microbes

# Bacteria and Fungi

Break down organic material, store nutrients in the soil, break down toxins and pollutants, hold soil together

bacteria fixing nitrogen on root of a plant



mycorrhizal fungi

# Marvelous Mulch

## A protective layer of material laid on surface of soil

- Adds nutrients to soil
- Feeds soil organisms
- Keeps weeds from sprouting and growing
- Conserves water, reduces evaporation
- Reduces soil compaction and erosion.
- Keeps soil cool in summer, warm in winter.

(Keep away from plant stems.)

# Right Plant, Right Place

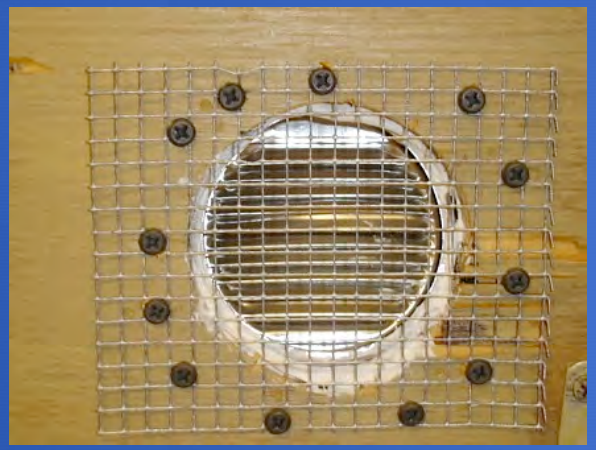
- Matching plants to the conditions of the site: sun, shade, soil type, etc.
- Choosing pest and disease resistant varieties
- Grouping plants with similar cultural needs together (hydrozoning)

# Sanitation

- Fallen fruit and nuts will attract pests like yellowjackets, rats and mice.

- Fungal spores can spread from diseased leaves and fruit.

# IPM Techniques: Physical Controls The Home Depot Advantage



screening

caulk

Hose nozzles

# Physical controls

traps

row covers

weeding tools

# IPM Techniques: Biological Control Bring in the Beneficials

Less than 1% of insects are actually pests – the rest provide food, products like silk, wax & dyes, control pests and feed wildlife.

# Parasitoids – insects that prey on pests

# Is this a beneficial?

Spiders annually destroy 100 times
their number in pests.

# Is this a Beneficial?

Beneficial Nematodes

Nematodes can control over 200 soil pests including grubs, fleas, caterpillars, cutworms, sod webworms fungus gnats, ticks leaf miners and termites

# Managing Lawn Pests

# Insectary Plants
# Natives, Mediterranean, Water-Wise

Look for plants with masses of tiny flowers

or

flowers in the sunflower family to attract beneficial insects

# Build a Good Bug Tub

***Good* Bugs?** **Yes, it is a bug-eat-bug world! Many "good bugs" can help manage pests that munch your prized plants. These *beneficial insects* are predators or parasites of other insects. If the beneficials stay around your garden, they can be powerful allies, helping to keep in check the three percent of insects that are pests. What does this mean for you? Fewer pests, less pesticides or none, and the foundation for an interdependent—and very interesting—garden ecology. If, on the other hand, you spray pesticides that kill many kinds of insects, the good bugs are killed, too. With their natural enemies gone, pest populations bounce back with a vengeance.**

One way to encourage visiting beneficials to be permanent pest patrollers is to grow flowers that are good producers of nectar and pollen; with your help they'll have food when pest populations decline. Even if your garden is as small as a few pots on a patio, a container of these ***insectary plants*** can help keep the good bugs around. In a larger garden, insectary plants can be planted among other plants.

### *Making a Good Bug Tub*

**What kind of pot should I use?** Ideally, you will want to have enough different plants for blooms throughout the year, but that could mean a big tub. Container size can also depend on weight limits on a balcony garden, the number and mature size of the plants you choose, and how often you want to water it. Perennials and shrubby plants need extra space. For shade-loving plants, a porous pot avoids moldy soil. Don't forget drainage holes. To keep the pot out of water, set it on pebbles or other supports.

**What kind of soil is best?** A light, fast-draining soil is best for pots. Supplement commercial potting soil with compost and a bit of slow-release fertilizer (organic or pelleted). Fertilizer enhances plant strength and size, but too much fertilizer—especially for native plants—will favor leaves at the expense of flowers.

**What's special about container care?** Group plants with like needs. Water pots more often and set them

# Look Who's Coming to Dinner:
## Beneficials Available On-line at Home Depot

# IPM Techniques: Chemical Controls
## How Basic Less-Toxic Products Work

Soaps

Oils

Bio-Pesticides

# Reading a Pesticide Label "The Label is the Law"

- Active Ingredient/Inert Ingredient
- Signal Words
- Directions for Use (make sure specific pest and type of plant is listed)
- Storage and Disposal – what do you do with products you no longer want?

# Working with Customers

Concentrates vs. Ready-to-Use

*Our Water, Our World* 000000Less-Toxic Product List 000000The Home Depot

| Product Name (product type) | Active Ingredient |
|---|---|
| **Ant Control** | |
| Combat Ant Gel | Fipronil |
| Combat Quick Kill Ant | Fipronil |
| EcoSmart Ant and Roach Killer | Rosemary oil, cinnamon oil |
| EcoSmart Organic Home Pest Killer | 2-Phenethy, propranate,clove oil,rosemary oil,peppermint oil, thyme oil |
| EcoSmart Organic Insect Killer | 2-phenaethylproprianate, |
| Grant's Kills Ants bait station | Hydramethylnon |
| Max Attrax Roach Killing Powder | Boric acid |
| Ortho Elementals Ant and Roach aerosol | |
| Otho Elementals Home Insect | |
| Raid Ant Baits III | Avermectin |
| Tanglefoot Pest Barrier | Castor oil, veg wax, gum resin |
| Terro II Liquid Ant Bait | Sodium Tretraborate Decahydrate (borax) |
| Terro Liquid Ant Bait Station Liquid | Sodium Tretraborate Decahydrate (borax) |
| **Aphid Control** | |
| Bayer Natria Insect, Disease, Mite | Sulfur, pyrethrins |
| Bonide All Season's Spray Oil | Petroleum super paraffinic oil |
| Bonide Citrus Fruit and Nut Orchard Spray | Sulfer, pyrethrins |
| Bonide Rose RX 3 IN 1 | Hypobolic extract of neem |
| Eco Smart Garden Insect Killer | Rosemary oil,peppermint oil,thyme oil, clove oil |
| EcoSmart Organic Insect Killer | 2-Phenethyl proprianate,, sodium laureisulfate, eugenol, thyme oil, sesame oil |
| Organicide | Sesame oil |
| Ortho Elementals Insect Soap | Potassium salts of fatty acids |
| Ortho Elementals 3 in 1 | Sulfur, pyrethrins |
| Volck oil | Petroleum oil |
| Slow Release/Organic Fertilizers: see fertilizers | |
| **Cockroach Control** | |
| Combat Roach Gel | Fipronil |
| Combat Quick Kill Roach | Fipronil |
| Combat Roach | Fipronil |
| EcoSmart Ant and Roach Killer | Rosemary oil, cinnamon oil |
| EcoSmart Organic Home Pest Killer | 2-Phenethylproprianate,clove oil, rosemary oil,peppermint oil,thyme oil |
| Harris Roach Tablets | Boric Acid |
| Max Attrax Roach Killing Powder | Boric Acid |
| **Fertilizers Organic, Slow Release** | |
| Alaska Fish Fertilizer | Organic and natural |
| Dynamite Mater Maker | Organic and natural |
| Dynamite Organic | Organic and natural |
| Espoma Citrus Tone | Organic and natural |
| Espoma Plant Tone | Organic and natural |
| Jobes Fertilizer Spikes: Assorted Varieties | Slow release plant spikes |
| Kellogg Organic AG-R | Organic and natural |
| Kellogg Organic All Purpose | Organic and natural |
| Kellogg Organic Fruit Tree | Organic and natural |
| Kellogg Organic Rose and Flower | Organic and natural |
| Kellogg Organic Starter | Organic and natural |
| Kellog Organic Tomato and Vegetable | Organic and natural |
| Miracle Gro Fertilizer Spikes: Assorted varieties | Slow release plant spikes |
| Miracle Gro Organic Choice All Purpose | Organic |
| Miracle Gro Organic Choice Blood Meal | Organic |
| Miracle Gro Organic Choice Bone Meal | Organic |
| Miracle Gro Shake and Feed: assorted varieties | Slow release fertilizers |
| Vigoro Blood Meal | Organic |
| Vigoro Bone Meal | Organic |
| Osmocote Outdoor Indoor | Slow release |
| Osmocote Veg and Bedding | Slow release |
| **Fungicides** | |
| Bayer Insect , Disease and Mite | Sulfur, pyrethrins |
| Bonide Citrus Fruit Tree and Nut Orchard Spray | Sulfer, pyrethrins |
| Bonide Rose RX 3 IN 1 | Hypobolic extract of neem |
| Eco Smart Garden Fungicide | Rosemary oil, sodium laurel sulfate |
| Organicide | Sesame oil |
| Ortho Elementals Garden Disease Control | Copper Octanoate |
| Ortho Elementals 3 in 1 | Sulfer, pyrethrins |
| **Lawns** | |
| Bagged Compost for Top Dressing | Vartous types |
| Bayer Natria Weed and Grass | Ammoniated soap of fatty acids |
| Eco Smart Weed and Grass Killer | |
| Scott's Organic Lawn Food | Organic |
| **Rose Diseases and Pests** | |
| Bonide All Season's Spray Oil | Petroleum super paraffinic oil |
| Bonide Rose RX 3 in 1 | Hypobolic extract of neem |
| Eco Smart Garden Insect Killer | Rosemary oil,peppermint oil,thyme oil,clove oil |

Look for this symbol to find less-toxic products

February 2011

Page 1 of 2

Product List

# Some Great Choices

Here are a few products that will help your customers manage most common pest and disease problems.

# Tips for Using Products

- Less-toxic products may take longer to work.
- Timing is important – know the pest's life cycle to apply the pesticide at the best time.
- Remember to spot treat.
- Apply soaps and oils in the early morning or early evening.
- If releasing beneficials, give them time to find the pests before applying any pesticides.

# Putting it All Together: Managing Common Pests

# Monthly Pest-at-a-Glance Calendar

Home Depot Monthly Pest-At-A Glance Calendar

| Month | Pest/Disease | Notes | Resources | Products to Highlight |
|---|---|---|---|---|
| January | Dormant spray for diseases/over-wintering insects | remove/dispose of infected plant material | OWOW Dormant Spray handout | Bonide Copper Fungicide<br>Bonide All-Seasons Oil |
| February | Rose Care | Mulch to prevent fungal diseases & conserve water | OWOW Rose Fact Sheet | Natria Neem Oil<br>Bonide All Seasons Oil<br>Nature's Care Insect Soap |
| March | Snail/Slug | Water early morning to prevent wet foliage at night | OWOW Snail & Slug Fact Sheet | Natria Slug & Snail<br>Sluggo<br>Nature's Care Slug and Snail |
| April | Aphids | Look for ladybugs & other beneficials that eat aphids | OWOW Aphid Fact Sheet | Nature's Care Insect Soap<br>Bonide All Seasons Oil<br>Organocide |
| May | Grubs | Buy beneficial nematodes on-line to manage young grubs | OWOW Grub Handout | Beneficial Nematodes |
| June | Mosquitoes | Check for standing water/screen windows | OWOW Mosquito Fact Sheet | Mosquito Dunks |
| July | Yellowjackets | Set traps at perimeter of yard, not near eating areas | OWOW Yellowjacket Fact Sheet | Yellowjacket traps/lures |
| August | Fleas & Flies | Flies: remove pet waste & fallen fruit<br>Fleas: use nematodes in outside breeding areas | OWOW Flea Fact Sheet | Fly Traps, Fly Tape<br>Fly predators (on-line)<br>Flea Traps, Nematodes<br>EcoSmart Flying Insect |
| September | Ants | Use caulk to seal entries/manage aphids to discourage ants | OWOW Ant Fact Sheet | Amdro & Terro ant baits<br>EcoSmart Ant & Roach |
| October | Rats/Mice | Pick up fallen fruit/nuts<br>Seal entries with foam | OWOW Rats and Mice Fact Sheet | Rat/Mouse Traps<br>Great Stuff Foam |
| November | Dormant Spray | Use when roses and fruit trees have lost their leaves | OWOW Rose Fact Sheet | Bonide All Seasons Oil<br>Bonide Copper Fungicide |
| December | Bed Bugs | Use a monitoring tool to detect bed bugs | Bed Bugs Quick Tips | Safer Ant and Crawling Insect Killer |

# Aphids

- Fertilizers attract them
- Hatch out in warm weather
- Females are pregnant at birth
- Ants protect them

# Aphid Solutions

- Plants that attract beneficials
- Organic/slow-release fertilizers
- Don’t over-prune
- Soaps
- Oils
- Manage ants

# Ants

- Outside ants are decomposers, aerate soil, eat insect pests
- Will protect aphids and keep beneficials from doing their job

# Ant Solutions

- Inside: kill scouts & clean up scent trails
- Ant baits
- Insecticidal ‘dusts’ – diatomaceous earth
- Manage aphids

# Yellowjackets

- Colony dies end of summer, Queen overwinters
- Eat pests like katydids, tomato hornworms & flies

# Yellowjacket Solutions

- Traps – careful placement
- Attractant
- Some local vector control districts will remove ground nests.

# Snails and slugs

- Snails can live for 15 years!
- Were brought to this country to eat as escargot

# Snail and Slug Solutions

- Hand pick
- Sluggo – Iron Phosphate
- Water early in morning
- ‘Chunky’ mulch
- Replace ‘snail hotels’ – agapanthus, ivy, lilies, hosta

# Mosquitoes

- Larva is aquatic – don't leave any standing water
- Only female feeds on blood – the male is a pollinator

# Mosquito Solutions

- Mosquito dunks
- Drain standing water
- Mosquito fish are usually available from your local Vector Control

# Citrus Leaf Miner

- Larvae create shallow tunnels (mines) in young citrus leaves as they feed and leave a dark line of frass (feces)..
- The adult is a silver and white moth, less than ¼” long.
- Generally, will not harm mature trees.

Larvae in mine

Adult moth

# Citrus Leaf Miner Solutions

- Beneficial insects, like wasps will parasitize larvae.
- Avoid pruning that will encourage soft new growth. Do trim off suckers that harbor moths.
- Do not apply high nitrogen fertilizer summer and fall when populations are high.
- Broad spectrum pesticides are not generally effective and can harm beneficials.  Oils may be useful in suffocating eggs.

Wasp attacking a leaf miner

# Fungal Diseases

black spot

powdery mildew

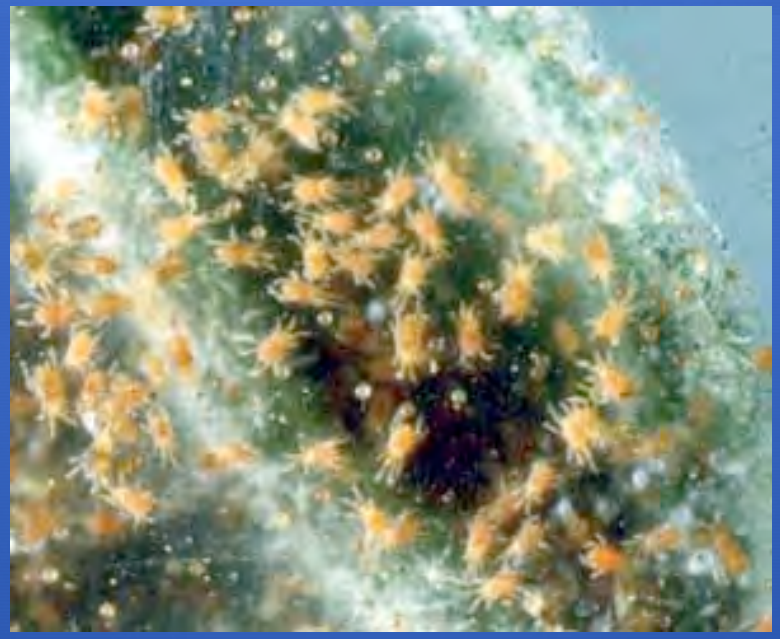
rust

# Fungal Disease Solutions

- Remove diseased foliage
- Water early in the day
- Mulch
- Syringe for powdery mildew
- Sulfur, copper soap
- Neem Oil

# Watch for Dry Weather Pests

Some pests are especially attracted to dry, dusty conditions and may be more of a problem this Spring and Summer.



Spider mites

# Spider Mites

- Like dry, dusty conditions
- May not be predators around

# Spider Mite Solutions

- Change plant location/ increase air flow
- Wash off leaves
- Use soaps and oils

# Whitefly

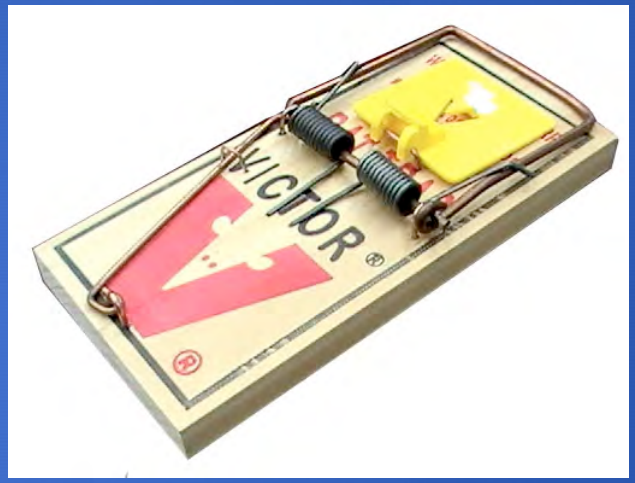
- Like dry, dusty conditions
- Can excrete sticky honeydew
- May not be predators around
- Group together on underside of leaf

# Whitefly Solutions

- Change plant location/ increase air flow
- Wash off leaves
- Use soaps and oils
- Use traps to monitor and manage

# Changes in Rodenticides

- EPA moving to ban most the most toxic rat/mouse products
- Direct customers to traps or tamper-resistant bait stations



# The Problem with Pyrethroids

- They leave a residue that harms beneficials
- End up in our creeks
- So little does so much damage

Sampling sediments for pyrethroids

# How do you dispose of leftover pesticides or pesticides you no longer want?

Take it to your local Household Hazardous Waste Collection Facility!

# New and Invasive Pests
# Giant Whitefly

- Remove infested leaves or replace
- Blast off leaves with water
- Pesticides aren't very effective – soaps and oils may help
- Avoid insecticides that will interfere with beneficials

# Rosemary or Ligurian Leafhopper

- Stippling of leaves
- Can try hard pruning
- Can try soaps & oils to kill nymphs
- Tolerate some damage

# Asian Citrus Psyllid and Huanglongbing (HLB) Disease

- Feeding deforms leaves
- Transmits a bacteria that causes citrus greening disease
- If seen, contact: California Dept of Food and Agriculture 1-800-491-1891 or your local county ag dept.

# Brown Marmorated Stink Bug

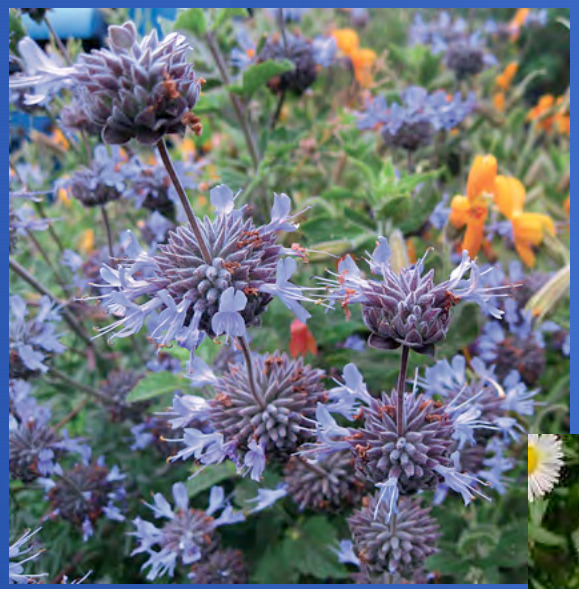
- Has been found in isolated spots on the West Coast
- Adults and nymphs suck juices from fruits & seeds
- Large numbers may congregate on walls or invade homes.
- If seen, contact your County Ag Dept. or local UC Cooperative Extension Office

# Bagrada Bug

- This invasive stink bug is a pest of cole crops and other mustard family plants, including ornamentals like alyssum and candytuft.
- Use needle-like mouthparts to pierce and feed on plants and seeds.
- If seen, contact your County Ag Dept. or local UC Cooperative Extension Office

# Water-Wise Gardens

# Plant Choices
# Natives, Mediterranean, Water-Wise



Salvias

Erigeron

Lavender

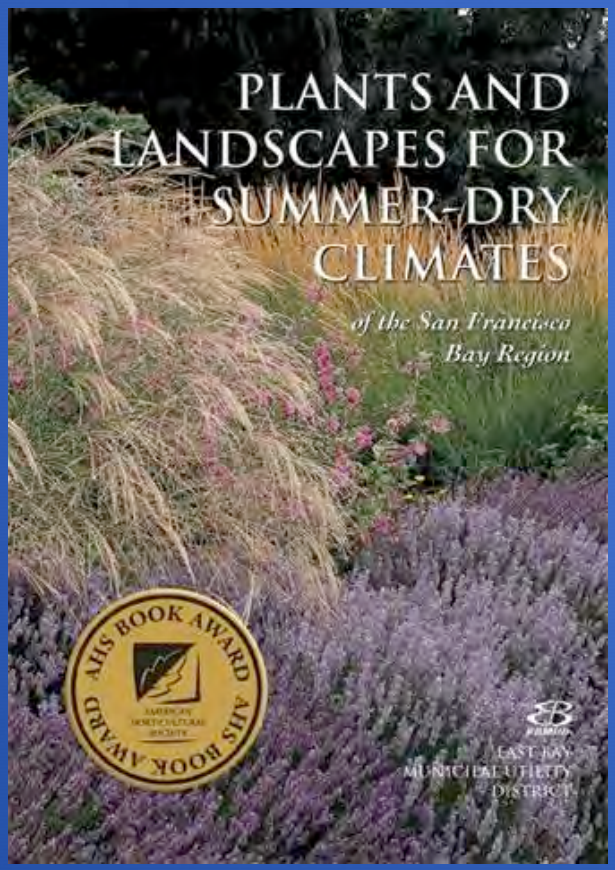
# Smart Planet Plants

# Smart Planet Plants

# Smart Planet Plants

Smart Mats with sedums

# Great Plant Resources



LOW-WATER ARBORETUM All-Stars

OF THE ONE HUNDRED ARBORETUM ALL-STARS, THIS LIST INCLUDES THOSE WITH THE LOWEST WATER NEEDS

*Acacia boormanii*
Snowy River wattle
Fragrant yellow flowers add color to the winter garden; very adaptable and hardy, grows best in well-drained soils; heat and drought tolerant.

*Acca sellowiana*
*(Feijoa sellowiana)*
pineapple guava
Attractive spring flowers are edible and sweet; large green berries have a pineapple-like flavor; can be used as hedging or as a screen; attracts hummingbirds.

*Arctostaphylos densiflora*
'Howard McMinn'
Vine Hill manzanita
California native plant; known for its smooth, wine-red bark; one of the few manzanitas that tolerates our clay-loam soils; attracts hummingbirds and beneficial insects.

*Aristolochia californica*
California pipevine
California native plant; leaves provide food for pipevine swallowtail butterfly larvae; versatile plant that can be used as a climbing vine or a groundcover.

*Bulbine frutescens*
Cape balsam
Small, evergreen perennial is a wonderful addition to dry perennial borders with its long-blooming spikes of delicate, star-shaped yellow flowers; fleshy, bright green foliage adds a sculptural element to the garden; tolerates drought and poor soils.

*Callistemon 'Violaceus'*
purple bottlebrush
Rosy-purple "bottlebrush" flowers bloom in early winter and spring, and sporadically year round; medium to large evergreen shrub that is tough and adaptable; grows best in full sun and tolerates infrequent watering; attracts hummingbirds and beneficial insects.

*Ceanothus maritimus*
'Valley Violet'
valley violet maritime ceanothus
California native plant; best small ceanothus for Central Valley gardens; clusters of dark-violet flowers bloom in spring; attracts beneficial insects.

*Cercis occidentalis*
western redbud
California native plant; early spring bloom before leaves appear; attractive reddish seed pods in summer; new stems, cut in winter, are used to add color to Native American baskets; attracts beneficial insects.

For more information visit **arboretum.ucdavis.edu**

UC DAVIS ARBORETUM

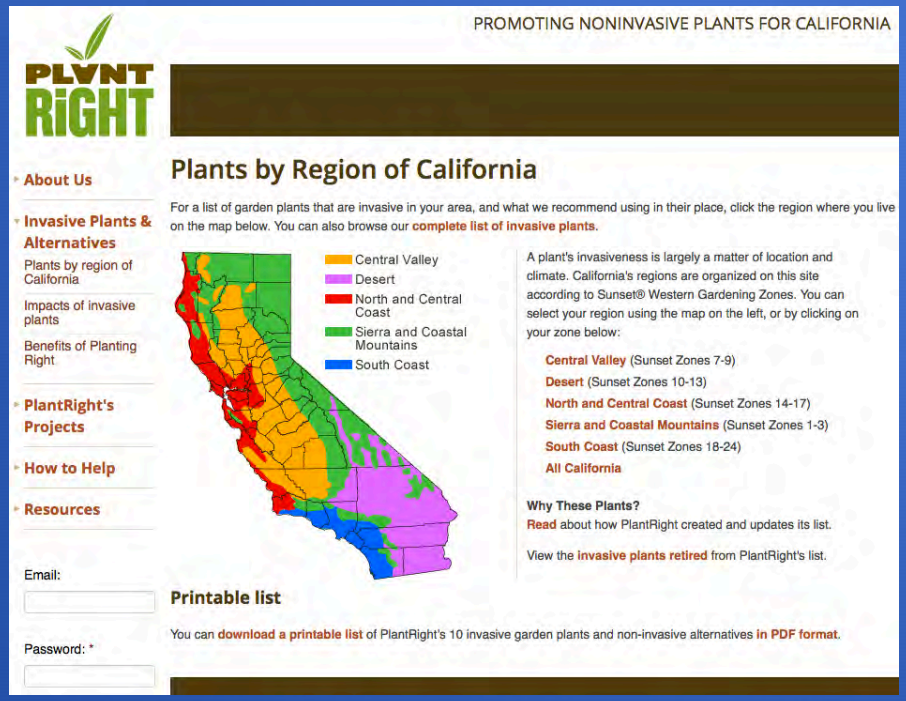
# Invasive Plants

Many Ivy plants are rampant growers, can smother other plants and attract rats and snails.

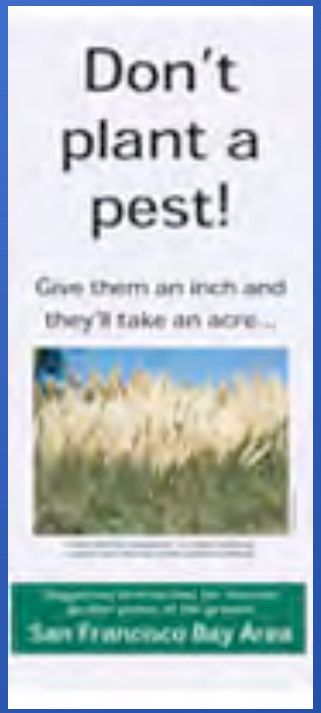
Pampas Grass can produce over a million seeds per year and seeds can travel for 20 miles.

# Information on Invasive Plants

## Plant Right




## California Invasive Plant Council (Cal-IPC)



# Tips for Water-Wise Gardening

More than 50% of residential water
is used for landscaping.

# Go With the Flow:
# Water Efficient Irrigation

Many cities and water districts offer rebates for installing high efficiency irrigation systems.

# Irrigate Early in the Morning

Irrigate early in the morning to avoid wet foliage
in the evening that attracts pests
and fungal diseases.

# Go Deep

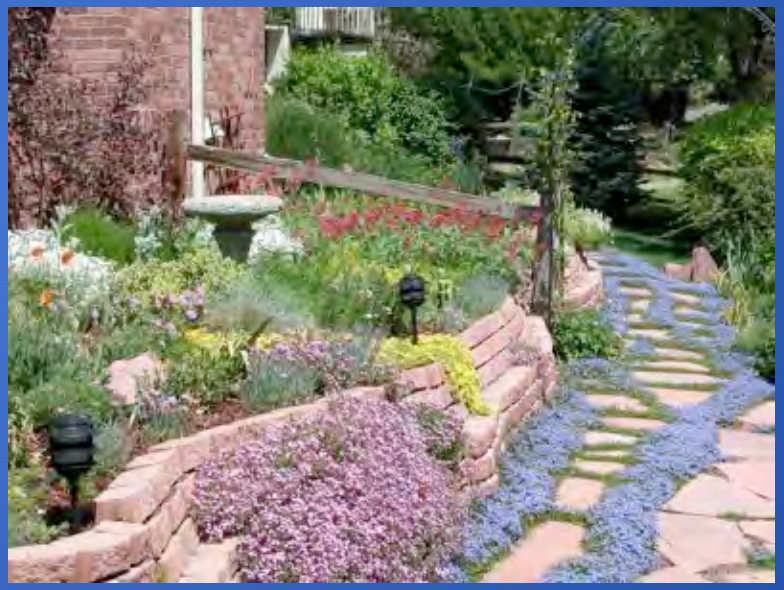
The best strategy is to water less often and more deeply.

# Some plants wilt in heat even when soil is moist.

Check the soil for moisture before over-watering!
These plants will perk up at night when
they can take up water.

# Get in the Zone: The Hydrozone

**Hydrozones**
*Source: Santa Clara Valley Water District, "Rules of Thumb for Water-Wise Gardening"*



Group plants with similar water needs together to make watering easier and more efficient.

# Mulch Like Mad and Count on Compost

The average US. Household generates 650 lbs. of compostable materials each year.

Over 60 percent of what we put in our landfills is organic waste, much of which could be recycled by composting.

# Fall into Planting

## Fall is the best time to plant large projects

Prepping the Planting Site

Sheet mulching before Fall Planting

# Lessen the Lawn
## Turf is the Thirstiest Landscaping

‘Urban Drool’

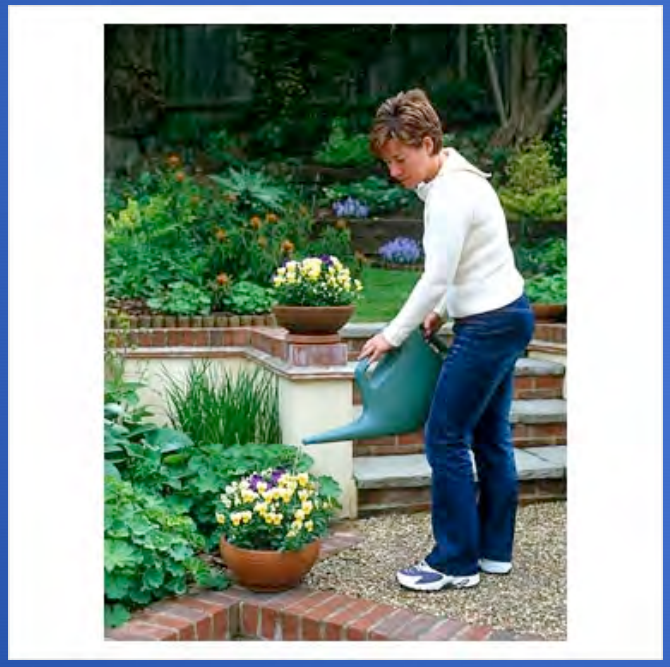
# Many cities and water agencies offer cash incentives for removing lawns

Replace lawns with water-wise groundcovers and low-maintenance perennials.

# Get Wise to Weeds

Weeds compete for water.  Drip irrigation, mulch and landscape fabric will help manage weeds.

# Tools to Cut Water Use



Spot watering with watering cans.

Get back to the broom! Outdoor clean-up with brooms instead of hoses.

# Tools to Cut Water Use

Shade cloth to relieve stressed plants.

Cloud cover

# Resources:
# Our Water Our World: Ask the Expert

- Fact Sheets
- Lists of less-toxic Products
- 10 Most Wanted Bugs

www.ourwaterourworld.org

# UC Statewide IPM Program: www.ipm.ucdavis.edu/

# Work with IPM Advocates in Your Stores

Receiving the IPM Innovators Award from the California State Department of Pesticide Regulation

# What's Next?

- IPM Advocates will be working with your stores and with customers in-aisle
- Keep an eye on shelf talkers and fact sheet racks
- Get in touch with your IPM Advocate for help with questions

*“When we try to pick out anything by itself, we find it hitched to everything else in the universe*.”

John Muir

Photos of Regional Trainings

## Summary of 2015 Home Depot Regional Training
## Pre-Training Survey

A total of 36 pre-training surveys were returned. Here are the results of those surveys.

| Survey Question | Yes | No | Don't Know |
|---|---|---|---|
| **When water runs into a storm drain in the street, is it treated before it reaches a stream or the Bay?** | | 98% | 2% |
| **When water enters the sewer system from a house drain, are pesticides removed at the sewage treatment plant before the treated water enters the Bay?** | 39% | 59% | 2% |

**How do you dispose of leftover pesticides after you finish applying them, or when you no longer need the pesticides?**

- Household Hazardous Waste Sites: 25
- Don't know: 2
- Flush in garage sink: 1
- Call garbage for pick up: 2
- Take to recycle center: 1
- Use it up or give it away: 2
- Call local city for disposal site: 2
- Put in container in trash: 1

**Do you know where your local Household Hazardous Waste facility is located?**

YES: 30% NO: 70%

## Summary of 2015 Home Depot Regional Training Evaluation Forms

A total of 35 evaluations were returned. Here are the results for the evaluations that were returned.

| Survey Question | Disagree | Neutral | Agree |
|---|---|---|---|
| **The information provided was useful.** | | | 100% |
| **I learned at least one new thing by coming today.** | | | 100% |
| **The training will help me recommend and/or sell less-toxic products.** | | | 100% |
| **The training will help me answer customer questions about pest problems** | | 2% | 98% |

**When water runs into a storm drain in the street, is it treated before it reaches a stream or the Bay?**

YES: 0 NO: 100%

**When water enters the sewer system from a house drain, are pesticides removed at the sewage treatment plant before the treated water enters the Bay?**

YES: 2% NO: 98%

**How do you dispose of leftover pesticides after you finish applying them, or when you no longer need the pesticides?**

- Household Hazardous Waste Sites: 30
- Carefully: 2
- Dilute with water, apply to garden: 1
- Recycle Center: 1
- Pour out on dirt: 1

**Do you know where your local Household Hazardous Waste facility is located?**

YES: 66% NO: 34%

**Did the information change your views about pesticides? Or, were you already recommending less-toxic products?**

YES: 69%
ALREADY RECOMMENDING: 31%
NO: 0

**What part of the training was most helpful?**

- All: 7
- Insect ID: 13
- Product information: 7
- Pest calendar: 1
- New pests: 1
- Water-wise plants: 1
- Drought information: 1
- Handouts: 2

**Is there anything that can be done to improve the training?**

- No: 10
- More training: 2
- On-line training for Associates and customers: 2
- More water-wise plants: 1
- More on products/pest solutions: 2
- More people from stores in class: 1
- Apron cards – set of 10 cards on the basics of each part of training: 1
- More on bugs: 1

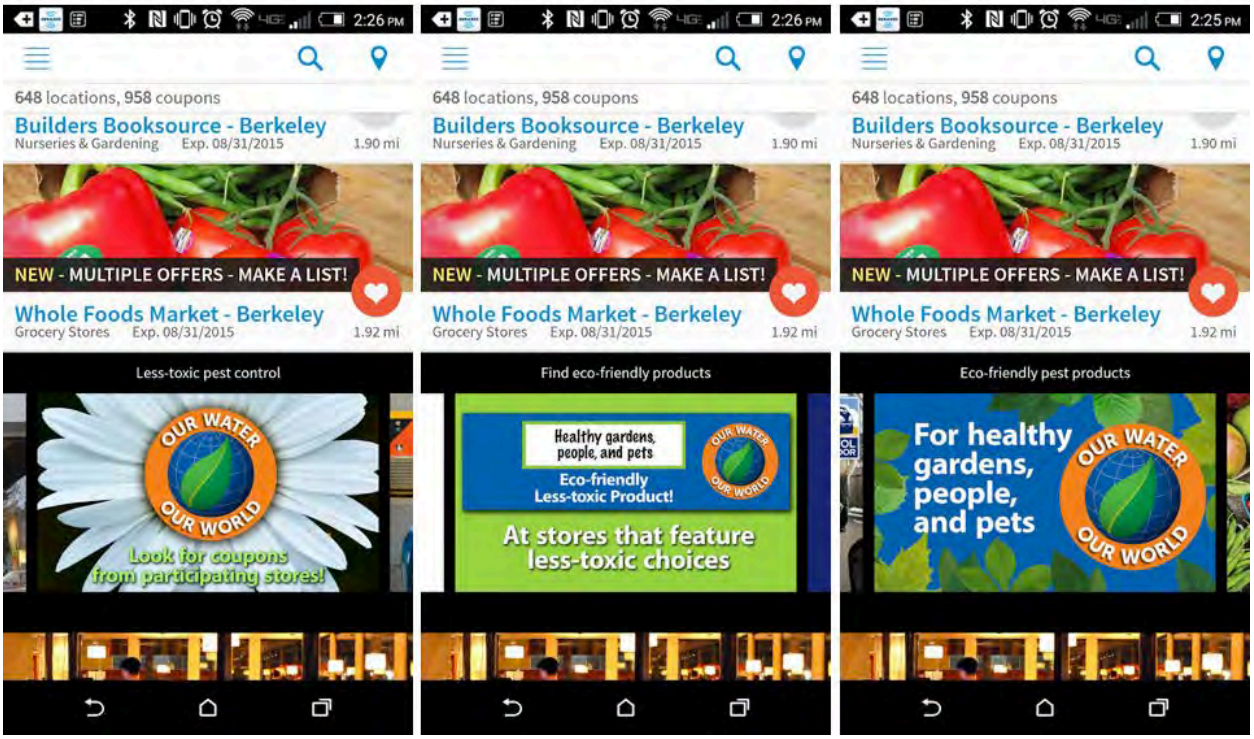
**Comments:**

- Very good training/it was perfect/learned a lot: 5
- I am more knowledgeable about organic insecticides and pests now.
- I now know the right pesticide to use for certain plants.
- Got to see a lot of pests, what they looked like.
- Learned more about organic pesticides.
- The more knowledgeable one is about these products, the easier it is to convince and sell to those worried customers in need.
- Something in every part of the training was informative.
- How less toxic products will benefit good bugs.

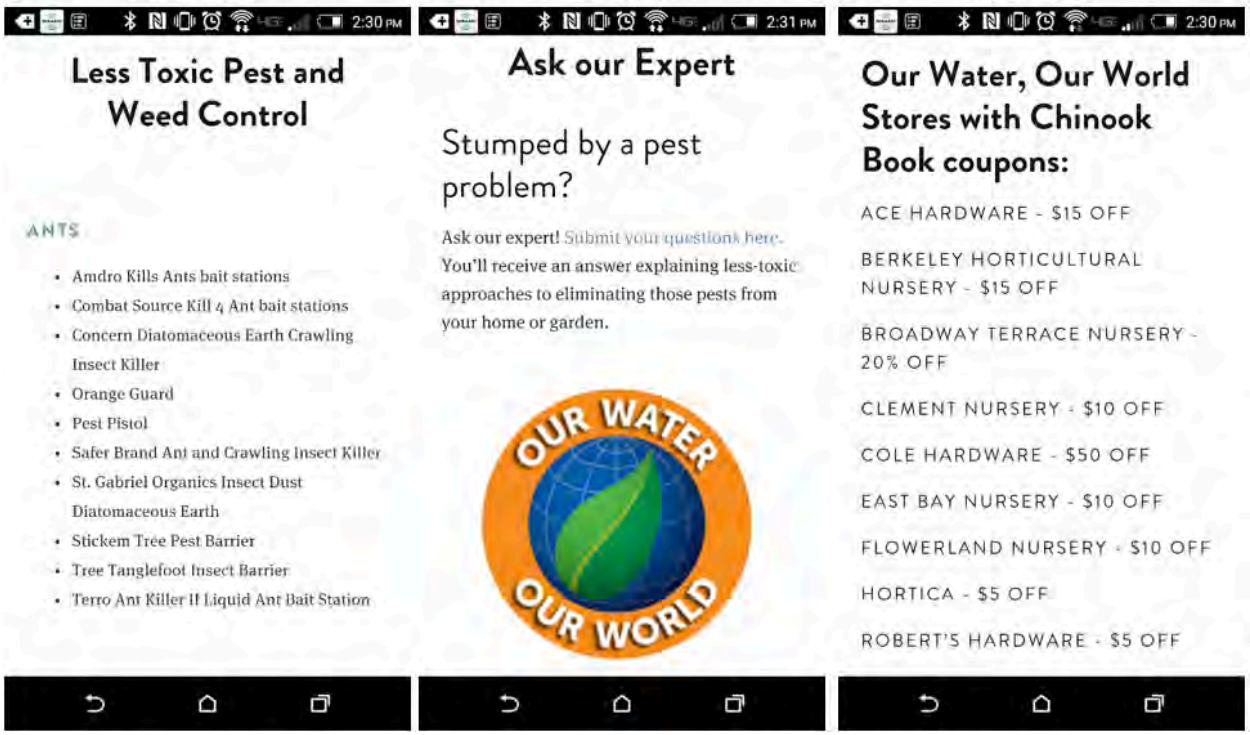
- I learned a lot that I didn't know and I hope I can share my knowledge.
- They took their time and explained in detail. The whole training was perfect.
- I've recommended both, but now I am planning on focusing on the less-toxic options.
- There are eco-friendly products I will recommend now.
- Learned a lot about good bugs and bad bugs.
- Made it easier to know there's more variety.
- The result of less-toxic products on the environment is so important.
- It was great – so much helpful info.
- I'll do my best to recommend less-toxic products.
- All of this training was great.
- I feel empowered with new knowledge of pesticides.
- I will recommend less-toxic products.
- Debi and Annie were so great and full of wisdom – great job.
- How damaging pesticides are in waterways.
- I enjoyed this so much. Thankful I was able to come.
- Already trending on less-toxic products due to customer purchasing habits.

Screen shots of Mobile Inline Content in the Chinook Book App

**Inline Ads:**




**Article Content** (all these pages are linked together, but only showed the top content of each page here)



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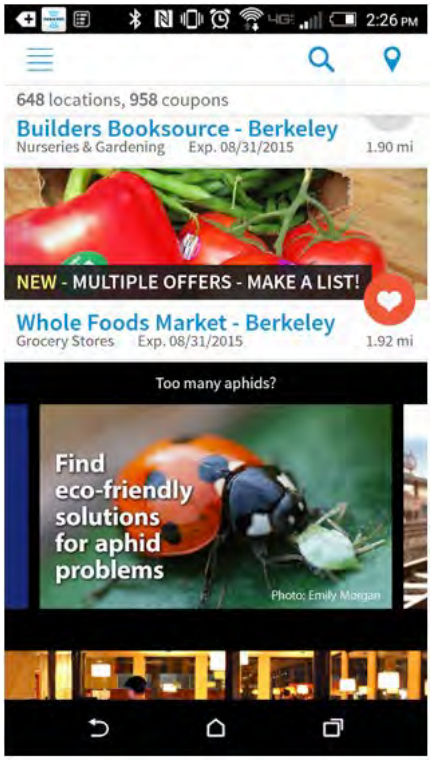
2:26 PM
648 locations, 958 coupons
Builders Booksource - Berkeley
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Too many aphids?
Find eco-friendly solutions for aphid problems
Photo: Emily Morgan

2:30 PM
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OUR WATER
OUR WORLD
Our Water Our World is a publicly supported program that educates California residents