



Marin County Department of Public Works
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May 4, 2012

Ms. Luisa Valiela, SFBWQIF Lead

Member Agencies:
EPA Region 9 (WTR-3)
75 Hawthorne Street
San Francisco, CA 94105

Belvedere
Corte Madera RE: Support for Greener Pesticides for Cleaner Waterways Campaign

County of Marin
Dear Ms. Valiela,

Fairfax
Larkspur
Mill Valley
Novato
I am writing to express our strong support for the Greener Pesticides for Cleaner Waterways Campaign, proposed by the San Francisco Estuary Partnership for implementation throughout the Bay Area. The Marin County Stormwater Pollution Prevention Program (MCSTOPPP) is a joint effort of Marin's cities/towns and unincorporated areas. The program was formed in 1993 to protect and enhance water quality in creeks and wetlands by preventing pollution from urban runoff and preserving beneficial uses of local waterways.

Ross
San Anselmo
San Rafael
Through our membership in the Bay Area Stormwater Agencies Association (BASMAA), MCSTOPPP is a participant in the Bay Protection and Behavior Change campaign and consortium (Consortium), and we support the consortium's goal of unifying outreach on stormwater and wastewater pollution prevention throughout the nine-county region of the Bay Area.

Sausalito
Tiburon
In fact, MCSTOPPP has long been a proponent of "regional outreach", beginning with their adoption of the Our Water – Our World campaign in 1998, and more recently, the Bay-Friendly Landscaping Maintenance Program in 2008.

We are firm believers in communication strategies that strengthen point-of-purchase information while providing a unifying message to the general public. With all of the Consortium's public agencies promoting similar "talking points", we can look forward to strong message saturation throughout the Bay Area and increased awareness – and behavior change - in our target audience with respect to using less-toxic pesticides.

To this end, MCSTOPPP will provide leverage funds of \$6,000 to be used for Our Water - Our World advertising and program support. The leverage funds will be available upon approval of MCSTOPPP budgets for the following fiscal years: 2012-2013, 2013-2014 and 2014-2015.

We thank the US EPA for this opportunity and look forward to working with San Francisco Estuary Partnership and our other Bay Area partners on this regional pesticide campaign.

Sincerely,

A handwritten signature in black ink, appearing to read "Terri Fashing".

Terri Fashing, MCSTOPPP Program Administrator