



**MARIN COUNTY**  
PARKS  
PRESERVATION • RECREATION



· OPEN SPACE DISTRICT  
· REGIONAL PARKS & PATHWAYS  
· COMMUNITY PARKS  
· LANDSCAPE SERVICES

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March 21, 2017

Board of Supervisors  
Marin County Parks  
3501 Civic Center Drive  
San Rafael, CA 94903

**SUBJECT: RECEIVE STAFF UPDATE ON COMMUNITY COALITION TO  
REDUCE RESIDENTIAL PESTICIDE USE AND REQUEST  
COUNTY ADMINISTRATOR TRANSFER \$90,000 TO SUPPORT  
COALITION EFFORTS**

Dear Board Members:

**RECOMMENDATION:**

1. Receive staff presentation.
2. Authorize transfer of funds.

**SUMMARY:**

In response to community-wide concern regarding the use of toxins in the landscape, on June 22, 2016, your board authorized funding in the amount of \$100,000 to collaborate with community members to develop and implement a two-year campaign focused on raising awareness of the impacts of and alternatives to pesticide use in residential yards and gardens. An additional grant from the Environmental Protection Agency in the amount of \$90,050 was secured through a collaborative agreement with the San Francisco Estuary Partnership in September 2016 to augment the County's commitment.

County staff has worked with a sub-committee of the Board (Supervisors Sears and Rice), and Integrated Pest Management Commissioners to convene concerned community members to develop this campaign. The twenty seven members (hereinafter "coalition") represent landscape professionals, educators, students, healthcare professionals, non-profit professionals, county staff, and others. The coalition first met in November 2016 and organized under a charter that defines their purpose (Attachment A). Diagrams highlighting team roles and an initial timeline are also included (Attachments B and C). The campaign is being developed, with input from the coalition and staff, by the design firm of Gigantic Idea Studio, whose contribution is made possible by the EPA grant.

Phase One of this outreach and education campaign is focused on weeds. Development of the campaign approach has included a community-wide survey, coalition input, and campaign best practice models. The campaign will approach residents from two directions, a "top down" approach through online and print

advertising, and a “bottom up” or grassroots approach through the formation of action teams. A web landing page will play a key role as an educational resource and opportunity to sign up for campaign updates. The launch is planned for April 2017 and will conclude in June 2017, at which point the effectiveness and “reach” of the campaign will be analyzed using a follow-up survey, on-line metrics, and direct feedback from residents. The coalition will meet again in July 2017 to review outcomes from the Phase One campaign and discuss directions for the next phase extending to June 2018. Phase Two will be developed in the fall of 2017, and will target other topical areas besides weeds.

Two campaign themes are being tested: “Yard Smart Marin” and “Garden Smart Marin”. The coalition will be meeting in late March to finalize campaign messages and begin to mobilize action teams for broad community outreach. Your board will receive a presentation on campaign messaging, advertising, and the outreach strategies of our action teams in mid-April.

**FISCAL/STAFFING IMPACT:**

On June 22, 2016, the Marin County Board of Supervisors dedicated \$100,000 to support the development of an educational campaign by a coalition of community members focused on residential pesticide reduction. Staff has provided the following budget estimate for use of this funding through June 2018 for your consideration. Your board must vote to approve the transfer of the remaining \$90,000 to MUNIS Project 62PESTICID.

<b>Expenses</b>	<b>FY 2017</b>	<b>FY 2018</b>
Meeting Supplies	\$1,377	\$1,052
Space Rental	\$1,500	\$2,000
Staff Support	\$5,490	\$6,000
Design and Facilitation Support	\$9,667	\$20,000
Advertising and Assessment	\$6,340	\$15,574
Action Team Supplies	\$5,000	\$10,000
Web Hosting and Design	\$12,000	\$4,000
<b>Total</b>	<b>\$41,374</b>	<b>\$58,626</b>
<b>Grand Total</b>	<b>\$100,000</b>	

**REVIEWED BY:**

- Department of Finance                       N/A
- County Counsel                                       N/A
- Human Resources                                       N/A

Respectfully submitted,



Chris Chamberlain, Assistant Director

MUNIS: MUNIS Project 62PESTICID.