

FINAL REPORT
ALTERNATIVES TO A TOXIC TOMORROW
Agreement 02-188-552

Submitted by Gina Purin
Marin County Flood Control and Water Conservation District,
Marin County Stormwater pollution Prevention Program
P.O. Box 4186 San Rafael, CA 94913-4186
415-499-6528 or gpurin@co.marin.ca.us

Funding for this project has been provided in full or in part through an Agreement with the State Water resources Control Board (SWRCB) pursuant to the Costs-Machado Water Act of 2000 (Proposition 13) and any amendments thereto for the implementation of California's Nonpoint Source Pollution Control Program. The contents of this document do not necessarily reflect the views and policies of the SWRCB, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.

FINAL PROJECT REPORT

Agreement Number 02-188-552

Alternatives to a Toxic Tomorrow

A. Statement of Purpose

This project addressed the critical link between promoting the use of non-toxic methods (or the least toxic products) available for managing pests in the home and garden - and their availability of such methods/products in the marketplace. It has become increasingly clear that the general public is contributing to pesticide residues in local waterways – even when using conventional pesticides according to label directions. Since most consumers ultimately choose a product after reaching the store, information available to them at this point can influence their buying habits. However, in order to buy non-toxic or less-toxic alternatives to conventional pesticides, they must be available to consumers on store shelves. Further, consumers must know what to ask for and education of the general public, including school age children, must help create a more informed public.

This project was intended to make it possible for the sales agents of pesticide distribution centers, and for approximately 250 retail stores, to provide point-of-sale information about less toxic products so that consumers can more easily identify such products over their more toxic chemical counterparts. To assist in helping consumers make informed choices at the point-of-purchase, mini-seminars or “tablings” were available at partnering stores (i.e. stores that agreed to undergo the OWOW training and display fact sheets and shelf talkers informing the public about the availability of less toxic products). These events allowed for a direct dialogue with customers coming into the stores. The project also was concerned with community education outside of point-of-purchase and educated the public by developing supplemental educational materials (e.g. a magnet, a pocket-guide to less toxic products, a DVD and tape on Less Toxic Gardening) and a website that provides information on the availability of less toxic products (what they are, where to buy them, etc.). To educate children, a fun activity guide was created – along with a one-day teacher training program/resource material. Information on the above items is explained further in the Task Deliverables in Section B of this report.

B. Task Deliverables

Task 1.2 Progress Reports – Ten reports have been submitted to the State Water Resources Control Board through the San Francisco Bay Regional Water Quality Control Board.

Task 1.5 Contract Summary Form – This form was provided to the SWRCB in October 2003.

Task 1.6 Subcontractor Documentation – Such documentation was provided in Reports 1, 2, 4, and 5. Sub-contractors included Annie Joseph, Debi Tidd, William Quarles, and Julie Carter. Graphics support was given by Lauren Wohl, JaFree Schmidt, Laurie Binder, Joal Morris and Jenny Speckels.

Task 1.7 Expenditure Projection – Such documentation was provided every 6 months per the grant guidelines.

Task 1.8 Project Survey Form – This form has been completed in April 2003 per the grant guidelines.

Task 2.1 Written Justification and Recoupment Schedule – This was submitted in September 2003 per the grant guidelines.

Task 2.2 Proof of Separate Bank Account – This was submitted in September 2003.

Task 2.3 – Bank Accounts – This was last submitted in April 2004.

Task 3.1 – Project Assessment and Evaluation Plan – This was submitted in October 2003.

Task 4.2 Copies of Updates to Pesticide Distribution Centers (Product Lists) - The final Product List for 2006 is available in hard copy and can also be viewed at http://www.ourwaterourworld.org/alt_products.cfm . It contains 467 products while the 2003 product list contained 293 products – a 60% increase over the 2003 list. An alpha list of associated active ingredients was also developed – in addition to an on-going Candidate List that will continue to have products placed on it until they can be verified as “safe” for the Master List. To assist municipal staff when they place shelf-talkers on products in the stores, a “Do Not Label” list was also developed as a result of whether or not to label certain items. In the works, and being paid for by BASMAA, is another list that will name a pest and provide a list of products that can be used to manage it. It is anticipated that this list will be placed on the OWOW website shortly.

The following should also be noted under this item:

- 19 pesticide manufacturers and distributors provided product samples for distribution to customers through “tabling events” throughout the year: Schultz, Monterey Chemical, Whitney Farms, Terro, EB Stone Organics, Kellog’s Supply, Dramm, Rescue, Neudorff, L & L Garden Supply, Excel Garden Supply, Greenlight, Dr. Earth, Wellmark, Tanglefoot, Rodetrol, Bonide, and Concern.
- Sub-contractor worked with L & L Garden Supply to make an addendum (Garden Alternatives: Environmentally Less Toxic Home & Garden Products) to their extensive catalog of products. This allowed management at the retail store level to more easily see what less-toxic products are carried by that distributor. Copies were given to over 600

customers of L & L. The addendum also listed the OWOW website on the front cover and included information from the store/pesticide distributor trainings.

Task 4.3 List of Sales Agents – Through this grant, sub-contractor worked with 15 sales agents from 4 pesticide distribution centers: EB Stone, Excel, L & L and CK Sales. All distribution centers covered Regions 1, 2, and 3 in our service area.

Task 4.4 Fact Sheet Series – The grant provided a total of 445,050 fact sheets to 17 municipalities in support of 123 stores that were added to the program during this grant period (June 2003 – March 2006). This included an assortment of 15 English and Spanish Fact Sheets available for viewing at <http://www.ourwaterourworld.org/factsheets.cfm>

Literature racks for holding the fact sheets, with headers and side panels, were ordered for participating stores. The black racks measure 58 ½” high and have 20 slots. They are made from heavy duty steel. Legs are also available to make the units free-standing. The header and side panels (one for each side of the rack) draw attention to the literature rack display. The header measures 9 ½” x 12” and each side panel measures 4” x 34”. Orders were coordinated through San Mateo County. The header and side panels can be viewed by going to the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#head>

Stickers or rack labels (3.75” x 4.75”) with “Property of” info were placed on the literature rack. This served to remind stores that they are partnering with local government agencies who are supplying them with the materials for the program. It also provided a place for a city/county representative to place their phone number, enabling the store staff quick access in the event they needed more fact sheets, etc. The rack labels can be viewed through the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#rack>

In addition, the English fact sheets were made into a booklet called The Healthy Home & Garden. They were distributed to children that were part of the school program (see Task 6). They were also a “stand-alone” piece and 10 municipalities ordered copies at their own expense. In all, 25,000 copies of The Healthy Home & Garden Handbook were printed. The booklet can be viewed on the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#booklet>

Task 4.5 Shelf-talkers – 15,000 shelf-talkers were ordered for all 123 stores added to the program. Such tags were placed beneath less toxic products as they appeared on store shelves. These helped customers to easily identify products that were less toxic to people and pets! Shelf-talkers can be viewed through the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#shelf> They were made available in English and in Spanish.

Task 4.6 Training Materials for Distribution Centers and Retail Stores – To support the employees of our store partners, a training was offered to further help store staff understand how individual products work, and why they work. A binder with information was distributed to each person in attendance. The binder included information on pesticides and water quality, IPM, how products work and points to remember, reading product labels, products that are less toxic to people and pets, and disposal information. Bug ID cards were also distributed. The training binder was submitted in a previous report.

Task 4.7 List of Trainings for Distribution Center Staff - A total of 3 trainings were held for 34 individuals of the 3 pesticide distribution centers. Because each sales agent for the distribution center covers a wide territory, not as many trainings were needed for the pesticide distributors as were needed for retail store employees.

Task 4.8 List of Trainings for Retail Stores – A total of 82 trainings were held for 467 individuals. In fact, all stores that were enlisted as part of the OWOW effort received some type of training from a project consultant. Trainings that were informal discussions (as opposed to more formal presentations of one hour or more) are not included in the attachment accompanying this report.

It should also be noted that this grant provided opportunities to guide the purchases of retail stores through participation at major events such as the NorCal Spring Trade Show in 2004, 2005, and 2006. The goal of the show is to provide a vehicle wherein the members of the Green Industry can present their products and services to others – e.g. retailers who purchase products for their stores. An ad was placed in the Trade Show Directory distributed to 3,400 attendees each year, thanking all partner stores in Northern California, for participating in the OWOW program.

Task 4.11 Participating Stores – In Regions 1, 2 and 3 of the State Water Resources Control Board, 258 stores are now partnering in the Our Water – Our World program. These stores represent 19 counties – a 73% increase over the bay area regional program of 2003 when 11 counties participated. Another 3 counties that were not part of the grant service area had their information added to the OWOW website on request, bringing the number of OWOW counties on the website to 22 (or approximately 38% of California's counties). During the grant period, over 300 visits were made to stores who were assisted with various issues relating to the OWOW program – e.g. maintaining fact sheets, setting up end caps (end-of-aisle displays), etc. Participating stores can be viewed at the OWOW website at http://www.ourwaterourworld.org/store_list.cfm and are included in this report.

Task 4.13 Summary of Percent Increase on Sale of Non-toxic & Less Toxic Products – The attached graphs provides an indication of the percent increase and decrease of select products for the last 4 years.

The 2004 data represents combined information received from three pesticide distribution centers and reflects data for Northern California (everything north of San Luis Obispo). A separate chart is included that represents data for Southern California from San Luis Obispo South. As with previous years, it includes all coastal as well as the inland areas. This is the first year data is presented for Southern California and includes data from San Luis Obispo and Santa Barbara, as well as other Southern communities. Unfortunately, the data cannot be separated out for only the Prop 13 communities.

- Though Neem Oil is down, it is most likely due to the presence of many more competing products - e.g. Bioganics and Rose Protector Spray.
- d-limonene is down – Again, most likely due to the fact that so many other less-toxic products are now on the market. Such products, used against the same pests as d-limonene, include Victor Ant and Roach Spray and Bioganics.
- Iron phosphate baits (e.g. Sluggo and Worryfree) experienced a small increase; however, products for snails and slugs have been down across the board. With that in mind, a 3% increase is not bad.
- Whitefly traps were down and it's unclear why.
- Because diazinon has been removed from retail shelves, carbaryl experienced a 7% increase as the diazinon alternative. Bioganics could be used as a carbaryl alternative but there is no specific data on how much was sold.
- Malathion experienced a 10.5% increase – mostly because of people using it as a mosquito spray. People tend to see it as one of the “old guard” sprays and even if it's not as effective as diazinon, they resort to using it as a replacement product.
- The 30% increase in imidicloprid is likely due to the fact that diazinon is gone and permethrin isn't as effective against grubs.
- Cyfluthrin, a pyrethroid used as a broad spectrum spray, is down 10% but it's unclear why. The most likely cause is that many more pyrethroid sprays are now competing with it.

The 2005 data shows that:

- Horticultural oils are down (as were many of the other sprays) – This is probably because there were not enough breaks in the rain and the products couldn't be used during the normal spray season.
- Soaps are down probably because of so many other options that are now available.
- Neem is up mainly due to fungus because of the excessive rain that caused record rose fungal problems.
- Iron phosphate baits are up because the record wet year brought a lot of snails and because of increased popularity.

Other items of interest pertaining to Percent Increase/Decrease can be found in Section D of this report: Meeting the Purpose of the Project in this report.

Task 5.1 List of Community/Municipal Contacts – This grant has offered the ability to forge numerous new relationships. Over 80 contacts were made with local government agencies and community organizations alone.

Task 5.2 – Samples of Publicity – Samples of outreach on the OWOW program are attached in “hard copy” form only.

Task 5.3 – Informational Piece – To promote the availability of the OWOW website and to inform the public about OWOW and Integrated Pest Management, a series of items were developed and/or purchased:

Picture-Frame Magnets – 33,000 were developed using 15% post-consumer content. They were ordered with a round OWOW “cut-out” that can be replaced with a photo, providing two separate magnets: one of the OWOW logo and the other to be used as a picture frame with the OWOW web address. The magnet can be viewed on the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#magnets>

The Less Toxic Home & Garden – This video/DVD was developed by Central Contra Costa Sanitary to be used as a training program or refresher course for OWOW partner stores. 29 DVDs and 14 videos were ordered for distribution by 15 local government partners on request.

The Healthy Home & Garden: Less Toxic Pest Control – This video/DVD was originally developed by Central Contra Costa Sanitary District and through this grant, was modified under the Marin County Stormwater Pollution Prevention

Program to include updated information on OWOW. 50 DVDs and 35 videos were ordered for distribution in 19 cities/counties. Several counties intended to have the DVD/video broadcast on their local cable channel.

The Healthy Home & Garden Booklet – All 15 of the English fact sheets were condensed in booklet form. 25,000 were ordered for distribution by 10 local governments, as well as Prop 13 communities. The ten local government agencies paid for copies of the booklet and 5 customized the inside back cover for their use. Some agencies had novel distribution methods – for example, Santa Benito County placed the booklet in with the free weekly newspaper delivery. This booklet was also used as a “take home” piece by children who participated in the school program (Task 6). Hard copies are available and the booklet can also be viewed through the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#booklet>

Pocket Guide: Pests Bugging You? – This small brochure (when folded, it's the size of a business card) lists products that can be purchased to manage 10 common pests. 45,000 pocket guides were printed. 32 organizations requested multiple copies for distribution. Hard copies are available on request and can also be viewed on the home page of the OWOW website at www.ourwaterourworld.org

Banner – A 72” x 24”, 16 oz. Vinyl with UV Inkjet banner was created. Seven OWOW communities purchased banners and an additional 33 were ordered for Prop 13 communities. It can be viewed on the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#banner>

Business cards - 30,000 of these 3.5” X 2” cards were printed with the OWOW website on the front, leaving the back side available for customization. Customized cards were printed for OWOW consultant Annie Joseph and the counties of Marin, Sonoma, Mendocino, Monterey, and Santa Cruz, as well as the cities of Hayward, Fremont, and Vallejo. Cards with blank backs were ordered by the City of Palo Alto and are also available for use by others. The business cards can be viewed on the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#bizcard>

Poster - Requested by a partnering agency, this 36” x 26” poster can be used in stores or at educational events. It can be viewed at <http://www.ourwaterourworld.org/promo.cfm#poster>

Flier – To promote the availability of workshops offered in retail stores through the OWOW program, an 8 ½” x 11” flier was developed that could be used by partnering agencies. The flier was designed to allow the user to customize the information presented to suit their needs. Hard copies are available. The flier can be viewed on the OWOW website at <http://www.ourwaterourworld.org/promo.cfm#flyer>

Labels – Labels (<http://www.ourwaterourworld.org/promo.cfm#labels>) that can be used on folders to hold training materials were developed in English and in Spanish.

Name Badges - A template was made for use as name badges (<http://www.ourwaterourworld.org/promo.cfm#badges>) when conducting events at the stores or elsewhere.

Task 5.4 Educational Sessions (i.e. seminars and tablings) – To help people make informed decisions when they go out to shop, the OWOW consultants and/or municipal staff held 123 events where 5,318 individuals were able to get questions answered regarding the managing of pests with methods/products that are less toxic to people and pets. 96% of the events were held in stores partnering with the OWOW program.

Task 5.5 Workshops/Announcements - A 4-hour program on Healthy Gardening was created for the general public. Six workshops were offered in Marin (2), Santa Cruz, San Luis Obispo, Humboldt, and Sonoma Counties. 171 people attended the sessions which got rave reviews. All workshop participants received an extensive resource binder (234 pages), OWOW fact sheets, a native plant and a bug ID chart. The table of contents, from the binder received by each attendee at the workshop, is found in Deliverable Task 5.5 . A summary evaluation is also included. Individual evaluations are available on request. It is interesting to note that:

- 86% knew that pesticides could wash off gardens and sidewalks and enter storm drains and 53% did not know that pesticides could bypass a sewage treatment plant and end up in a local waterway.
- For those buying any type of pesticide, ants was the number one reason why (21%) followed by snails/slugs (11%), pests on roses (10%), aphids (10%) and weeds (8%).
- 72% indicated they heard something in the workshop that influenced them to switch to a less toxic pesticide and 28% said they already use less toxic methods or don't use pesticides at all.
- 43% indicated they use home remedies to manage pests with ants (14%) topping the list of pests managed. Ants were followed by snails/slugs (9%) and aphids (9%).
- 90% of respondents indicated they would be willing to wait a day or two to manage a pest problem if it meant they wouldn't have to use a toxic pesticide.
- 99% rated the workshop as excellent while 1% said it was good.

Task 6.2 Promotional Brochure for Teacher Workshop – A brochure announcing the implementation of the new workshop for educators called “Pest or Pal?” was developed with and without a registration form. A copy with the registration form is included in the Attachment for this deliverable. It was also developed as a “mailer”.

Task 6.3 Workshop Dates and Attendance Lists – Four workshops were held for educators in Marin, Santa Cruz, Sonoma/Napa and San Luis Obispo. All of the 53 teachers who attended have the capacity to reach 1,325 students (using a conservative estimate of 25 students per teacher). Educational opportunities were further expanded because each child was given, by the teacher, a Healthy Home & Garden booklet to take home to their family. In this sense, the students served as ambassadors for less toxic pest management. Each student also received a Pest or Pal activity guide for his/her personal use.

Task 6.4 Resource Binder – A 263 page binder was developed for teachers participating in the Pest or Pal workshop. All activities were aligned with the CA Content Standards for Science and English/Language Arts. The table of contents is included in this report under this task deliverable and is available on the OWOW website at <http://www.ourwaterourworld.org/pub/ow/TOC.pdf>

Task 6.5 Summary of Workshop Evaluations – Workshop evaluations were summarized and presented in this report under this task deliverable. The questionnaires were not multiple choice – respondents had to write in an answer. Contractor staff then summarized the information. Hard copies of all responses are on file at contractor’s office.

- Teachers thought the activities/games presented in the workshop were the most helpful (54%) followed by the binder/materials and resources (33%).
- When asked if anything could be deleted from the workshop, all respondents replied “no”.
- When asked which materials/handouts would be most useful, 33% replied that the activities were the most useful while 26% indicated the binders and 20% said bug ID materials.
- When asked what assistance the OWOW program can give to teachers to help keep their schools “pesticide free”, 39% said we should tell school district maintenance departments to use IPM to control pests.

Task 6.6 List of Student Activities – A kid’s activity guide was developed as part of this workshop. It is also a “stand alone” piece and was modeled after “The Pest Patrol” by the Minnesota Department of Agriculture. Hard copies of

the activity guide, called “Pest or Pal”, are available and it can also be viewed at <http://www.ourwaterourworld.org/promo.cfm#activity>

Task 7.2 Printout of Website – The website has been operating since March 2003. Though it was largely designed and developed in-house by Marin County, input was received by members of the Bay Area Stormwater Management Agencies Association. The website can be accessed at www.ourwaterourworld.org. Extensions of .com, .info, and .net will also lead to the site and have been reserved as domain names through December 19, 2010. The website includes the fact sheet series, and information on bug identification, where to buy less toxic and non-toxic products, alternative brand-name products, disposal of pesticides, OWOW promotional materials and more.

From January 1, 2005 through March 31, 2006, the most common pages viewed were the Product Lists, Store Locator, Fact Sheets, Ask the Expert page, Finding Alternatives, OWOW, Resources, Hiring A Pest Control Company, Bug ID, Sponsors, Creek Care, Beneficial Insects, Pesticides and Water Quality, Pesticides in Food, Disposal, Site map, and Promotional Items.

Task 7.3 Database of Questions and Where They Came From - A summary of the types of pests that were the subject of “Ask the Expert” questions is presented in the last attachment of this report. At the request of BASMAA members, a new feature was also added to the website – i.e. FAQs – to address questions commonly asked about pests for which a fact sheet has not been developed. This area can be accessed through the “Ask the Expert” feature on the site at http://www.ourwaterourworld.org/ask_the_expert.cfm

A quick look on the number of visitors to the site and the number of questions asked, by County, through the “Ask the Expert” feature are found in the last attachment to this report (Deliverable Task 7.3).

In its first year of operation, comparing figures from March 2004 to March 2005, the website hits increased 1,043% in that quarter. The number of visitors increased by 2,704%. The number of “Ask the Expert” calls increased by 244%.

In addition to the “Ask the Expert” feature, fact sheets, and frequently asked questions, the website contains a number of popular items such as:

- The store locator which lists where less toxic products can be found and the names of retail establishments who partner with local governments in the Our Water – Our World campaign (http://www.ourwaterourworld.org/store_list.cfm).
- Products that are less-toxic to people, pets and the environment (http://www.ourwaterourworld.org/alt_products.cfm).

- Where to have bugs identified to ensure you are using the right product to manage that pest (http://www.ourwaterourworld.org/bug_identify.cfm).
- Where to report illicit discharges to creeks and other local water bodies (http://www.ourwaterourworld.org/care_creek.cfm).
- How to dispose of pesticides and other hazardous materials (http://www.ourwaterourworld.org/disposal_info.cfm).
- Information on beneficial insects (http://www.ourwaterourworld.org/beneficial_insects.cfm).
- Information on pesticides and water quality (http://www.ourwaterourworld.org/pesticides_and_water_quality.cfm).
- Pest plants (<http://www.ourwaterourworld.org/factsheets.cfm>).
- Technical reports and other State and local resources (http://www.ourwaterourworld.org/resources_info.cfm).
- Finding a pest control company that utilizes Integrated Pest Management (IPM) in their practice (<http://www.ourwaterourworld.org/hirepestco.cfm>).

Task 8.2 Draft Project Report - Completed with the submission of this report.

Task 8.3 Final Project Report -

C. Additional Information requested from the SWRCB

None at this time.

D. Meeting the Purpose of the Project

The following goals were outlined in the original proposal of August 2003:

- a. Short-term Goals: Increase the availability of non-toxic and less-toxic over-the-counter pesticide products available to Consumers in Regions 1, 2 and 3.
- b. Long-term Goals: Provide data on the percent increase of non-toxic and less-toxic over-the-counter pesticide products available to consumers.

Both goals have been met as evidenced by the quarterly progress reports – highlights of which are presented below.

In response to the short-term and/or long term goals:

- The list of available products has grown 79% from the 2003 list to the

2006 product list. In 2003, 293 items were listed. In 2006, 525 items are listed.

- In 2003, 173 stores were participating in the OWOW program. In 2006, 258 stores are involved with the program – a 49% jump.
- At the suggestion of OWOW consultant Annie Joseph, a major ingredient manufacturer (Neudorff) teamed up with a pesticide distributor (E B Stone) to develop 4 new less toxic products: Rose-n-Flower Insect Spray, Insect Soap, Copper Soap Fungicide, and Weed-n-Grass Killer.
- Sub-contractor worked with the national buyer for the Ace Corporation in Illinois to agree to carry a granular form of bti for applications where a mosquito dunk was difficult to use. Previously the Ace distribution center (warehouse) in Northern California did not carry the granular form of Bti. Consequently, Ace stores that purchased products only through the Ace Warehouse were unable to carry it on their shelves. As a result of working with the national buyer, all Ace stores throughout Northern California were able to purchase this less-toxic alternative through the Ace warehouse. This effort was done out of concern for addressing West Nile virus in a community (Mendocino County) that, at the time, had no Mosquito and Vector Control District.
- Assisted stores in getting more mosquito products in their stores because of the West Nile Virus scare. In addition, several hundred free samples of picaridin and oil of eucalyptus mosquito repellent were donated by the Spectrum Corporation to homeless shelters in Mendocino.
- Worked with L & L to develop a separate supplement to their inventory of items. This made it easier for customers to spot less toxic alternatives and order them for their store.
- A free ad and booth space were given to the OWOW program at the L & L Trade Show. A free booth was also given at the Excel Gardens Dealer Show. Both shows attract thousands of store managers and personnel interested in what's new on the market for managing pests.
- Sloat Garden Centers featured the OWOW program in their newsletter that was Distributed to 70,000 customers.
- To ensure that a wide variety of non-toxic or least toxic products are available for consumer purchase, this project developed a working relationship with four pesticide distribution centers - whose sales agents sell approximately \$25,000,000 in pesticide products annually, to approximately 400 retail stores throughout Regions 1, 2, and 3.
- In the last two years, OSH (Orchard Supply Hardware) stores have averaged an 11% increase in the sales of less toxic products. Almost 100% of the OSH stores throughout California are now part of the OWOW program.

- Contractor was instrumental in the placement of two little known less-toxic products, called Bioganics Home & Garden Spray and Bioganics Lawn & Garden Spray (manufactured by GreenLight) in the California market. This was accomplished by engaging distributor representatives in a campaign to get it placed in the OWOW partner stores and beyond. Within 3 weeks, the two products were in over 25 stores.
- At Fairfax Lumber in Marin County, a 15% decrease in the sale of malathion was reported in 2005 as compared to sales from the previous year. That same store also reported a 240% decrease in carbaryl dust when compared to the previous year while sales of carbaryl liquid held even.
- At North Star Nursery in Fort Bragg (Mendocino County), they experienced a 15% increase in the sale of less toxic products over the last two years (2004 and 2005).

Deliverable Task 4.2

The following pages contain the 2006 Product Lists: 1) alphabetized list of products; and, 2) alphabetized list of active ingredients contained in those products. (Those interested in viewing the list electronically can do so at http://www.ourwaterourworld.org/alt_products.cfm) The hard copy of this report also contains a portion of an addendum to the L & L (a pesticide distributor) catalog. This addendum, which was co-created by OWOW project consultant Annie Joseph, features only products that are less toxic to people, pets and the environment.

Deliverable Task 4.3

Through this grant, sub-contractor worked with 15 sales agents from 4 pesticide distribution centers: EB Stone, Excel, L & L and CK Sales. All distribution centers covered Regions 1, 2, and 3 in our service area. Names of attendees have already been provided in previous reports.

Deliverable Task 4.4

The series of fact sheets have already been presented in previous reports and are available on-line as noted in the narrative section of this report. Following this page is a photo of the literature rack holding the fact sheets, header, and side panels. The shelf-talkers can also be seen in the photo. A sample rack sticker ("Property of") is also included.

Deliverable Task 4.5

Shelf-talkers were ordered for all stores. Such tags were placed beneath less toxic products as they appeared on store shelves. These helped customers to easily identify products that were less toxic to people and pets! They were made available in English and in Spanish. For 2006, the shelf talkers were reduced in size for easier placement on crowded store shelves. A hard copy is presented below.

Deliverable Task 4.6

Training materials were provided for retail store personnel and pesticide distributor staff. These materials included information on pesticides and water quality, IPM, how products work and points to remember, reading product labels, products that are less toxic to people and pets, bug ID cards, and disposal information. The training binder was submitted in a previous report.

Deliverable Task 4.7

Trainings were held for all pesticide distribution centers. A list of trainings and attendance rosters have been presented in previous reports.

Deliverable Task 4.8

The following store trainings have been conducted as part of this grant. In fact, all stores that were enlisted as part of the OWOW effort received some type of training from a project consultant. Trainings that were informal discussions (as opposed to more formal presentations of one hour or more) are not included below.

County	Stores	No. of Participants
Marin, Sonoma, Napa, Contra Costa, Alameda	Osh (represents 13 stores)	36
Mendocino	Sparetime	20
Mendocino	North Star	3
Mendocino	Heartwood	2
Mendocino	Rossi Ace	2
Monterey, Santa Clara, Santa Cruz	Osh (represents 19 stores)	64
Napa	Whiting Nursery	14
Napa	Van Winden	8
Santa Barbara	Terra Sol	9
Santa Barbara	La Sumida	11
Santa Barbara	Seven Day	4
Sonoma	Pricketts' Nursery	10
Sonoma	Garrett Hardware	6
Sonoma	Swedes Feed	3
Santa Barbara	Osh Santa Maria	9
Santa Barbara	Seven Day	2
Marin	Fairfax Lumber	20
Sonoma	Friedman's	5
Mendocino	Mendo Mill	1
Mendocino	Rossi Ace	8
Santa Barbara	Valley Hardware	3
Napa	Silverado Ace	15
Monterey	Griggs	6
Monterey	Valley Hills	5
Santa Barbara	Osh Goleta	2
Marin	Goodman's	6
Contra Costa	Osh Pinole	9
Santa Barbara	Farm Supply	7
Napa	Central Valley Builders	10
Sonoma	Wind Mill	3
Santa Barbara	OSH, Goleta	2
Marin	Jackson's	24
Alameda	Berkeley Horticultural	18

San Luis Obispo	Miner's Ace, Morro Bay	10
San Luis Obispo	Miner's Ace, Los Osos	1
San Luis Obispo	Old Towne, Nipomo	5
San Luis Obispo	Farm Supply, Paso Robles	11
San Luis Obispo	Miner's Ace, Atascadero	1
San Luis Obispo	Farm Supply, SLO	15
Humboldt	Redway Feed and Pet Supply	4
Humboldt	Dazey Supply	6
Humboldt	Fortuna Feed & Farm Supply	4
Humboldt	Shaeffer's Ace, Eureka	3
Humboldt	A & L Feed, McKinleyville	6
Humboldt	Pierson's	12
Marin	Fairfax Lumber	10
Sonoma	Sonoma Mission Gardens	16
Trinity	Trinity Nursery	5
Trinity	Plotzke Ace	2
San Benito	True Value Hardware	4
Siskiyou	Scotts Valley Feed	3
Siskiyou	G & G Hardware	2
TOTAL	82	467

Deliverable Task 4.11

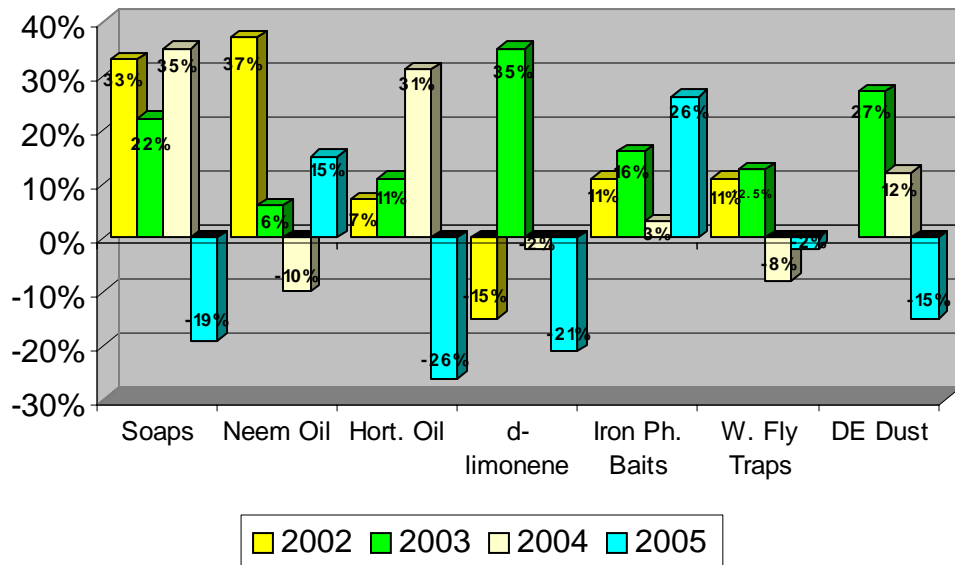
The following list of participating stores was taken from the OWOW website.
Stores may have been added or deleted since this copy was made.

Deliverable Task 4.13

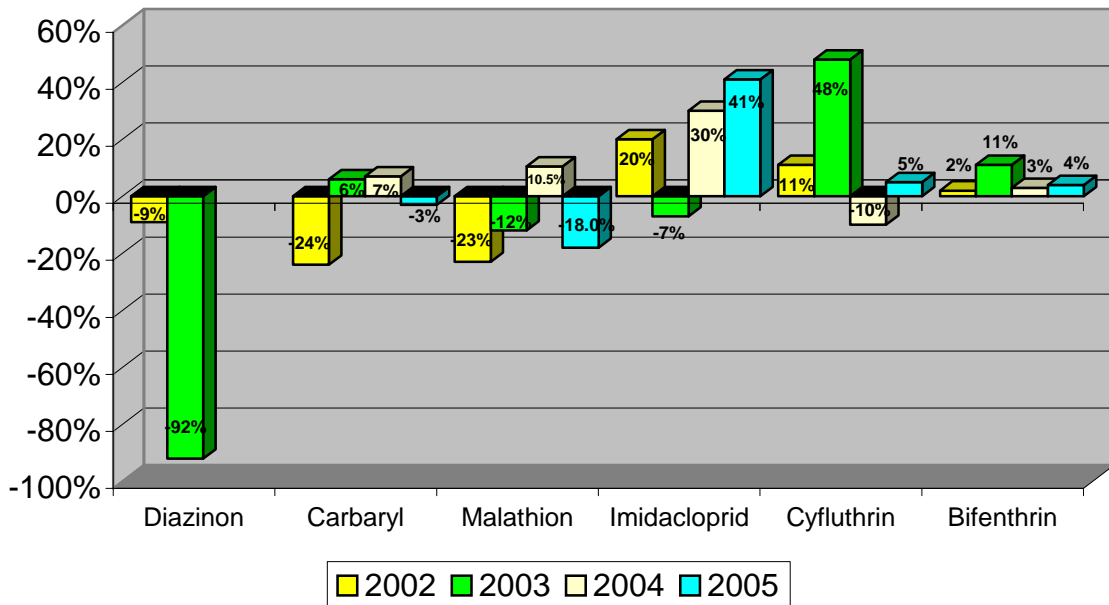
Data regarding the percent increase and decrease of specific less toxic active ingredients/products is enclosed.

Note: It may take a few minutes for the graphs to appear in an electronic version.

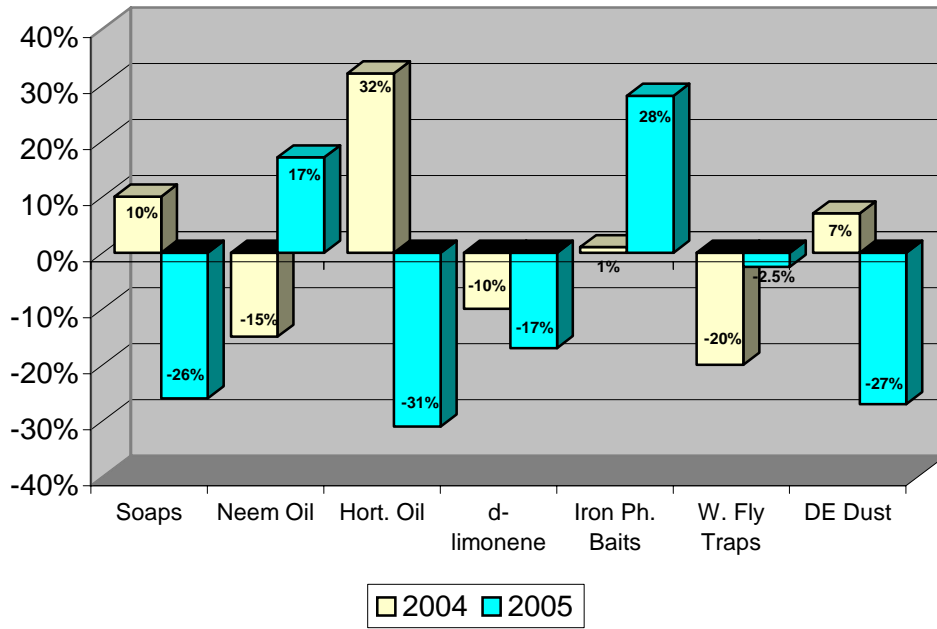
Pesticide Distributor Project Results 2002-2005 Increase / Decrease In Sales - Northern California



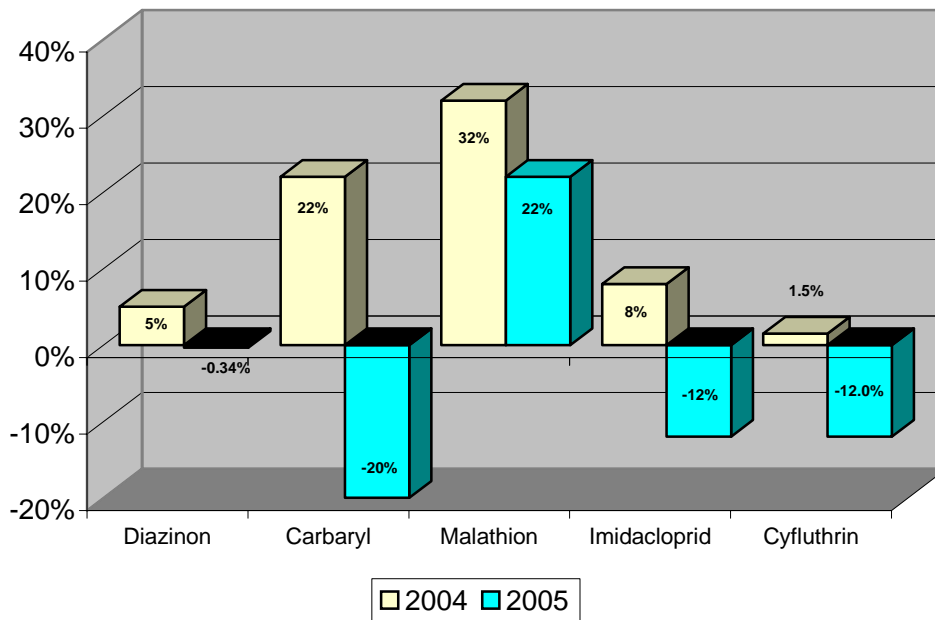
Pesticide Distributor Project Results 2002-2005 Increase / Decrease In Sales - Northern California



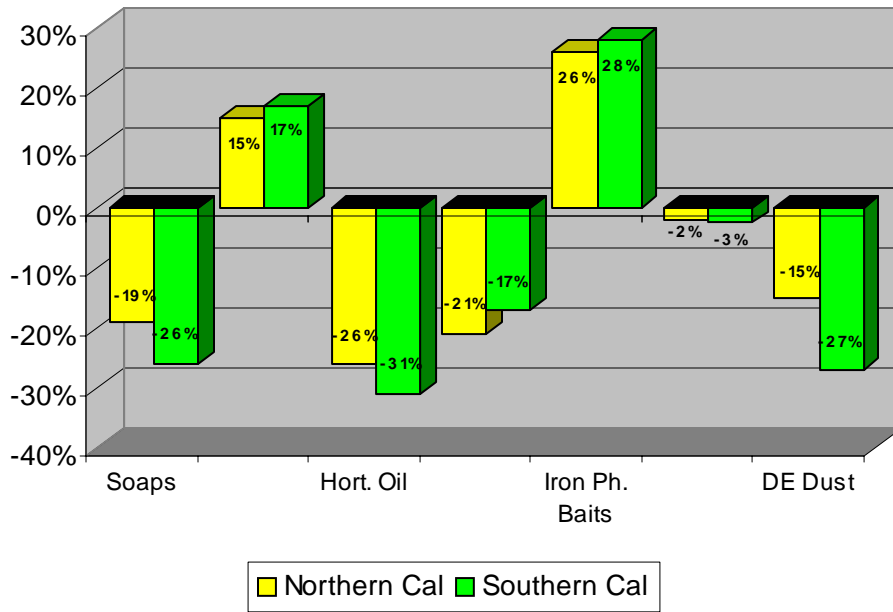
Pesticide Distributor Project Results 2004-2005
Increase / Decrease In Sales - Southern California



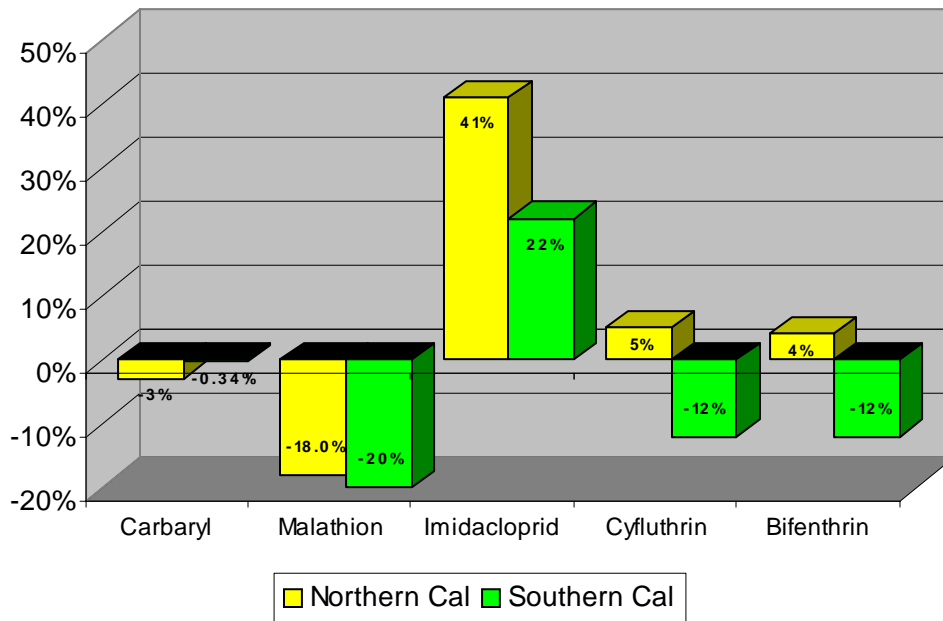
Pesticide Distributor Project Results 2004-2005
Increase / Decrease In Sales - Southern California



Pesticide Distributor Project Results 2005
Increase / Decrease In Sales - Northern vs. Southern



Pesticide Distributor Project Results 2005
Increase / Decrease In Sales - Northern vs. Southern



Deliverable Task 5.1

The following individuals/groups/organizations, both public and private, have in some way assisted with the promotion of OWOW. It does not include store managers/personnel, manufacturers, or pesticide distributor personnel. If a name is missing, it was not intentional.

Alameda County Public Works, Clean Water – Louise Cervantes, Samantha Calamari
Alameda County Master Gardeners – Carol Spindler, Dawen Russell, Miguel, Sam Fouchee
Bay Area Stormwater Management Agencies Association – Geoff Brosseau
California Rural Water Association – Belinda Green
CCEHP – Eric Cardenas
Cal Trans District 5, San Luis Obispo – Jennifer O’Neal
Central Coast Salmon Enhancement – Stephnie Wald, Connie, Sara
Central Contra Costa Sanitary District – Bonnie Lowe
Contra Costa County Clean Water Program – Kristen Hardeman
City of Arcata – Juli Neander
City of Arroyo Grande – Don Spagnolo
City of Blue Lake – Jan Henry
City of Cloverdale – John Wagner
City of Cotati – Teresa Burke
City of Eureka – Gary Bird, Lisa Savage
City of Ferndale – Nancy Kaytis-Slocum
City of Fremont - Shannan Szychowski
City of Fortuna – Hans Koster, Angie Wood
City of Hayward – Sharron Bowen
City of Healdsburg – Jim Flugum
City of Livermore – Lynn Grijalva
City of Milpitas – Joanne Johnson
City of Modesto – Dhyan Gilton
City of Morro Bay – David Phillips
City of Napa Public Works – Kevin Miller
City of Oakland – Kristin Hathaway
City of Palo Alto – Rosemary Lombard
City of Petaluma – Dean Eckerson, Imad Baiyasi
City of Rio Dell – Carla Ralston
City of Rohnert Park – Steve Donley
City of San Francisco – Scott Taylor
City of San Jose – Mary Morse and Sharon Newton (Master Gardeners)
City of San Luis Obispo – Ron Munds
City of Santa Barbara Public Works – Daniel Huecker, Jill Zachary, Jessica Scheeter
City of Santa Maria – John Zhao and Tiffany Perez and Jackie MacNeil
City of Santa Rosa – Forest Frasier
City of Sonoma – Milenka Bates
City of Sunnyvale – Sally Personett
City of Trinidad – Gabe Adams
City of Windsor – Paul Wade
Cities of Santa Ynez, Solvang, and Santa Maria – Myra Marana
Community Env Council, Santa Barbara – Karen Feeney and Leslie Meyer
CREEC – Parker Godar
Contra Costa Clean Water Program – Don Freitas
Del Norte County – Tedd Ward (Crescent City)
Ecology Action – Kirsten Liske, Sherry Bryan, Kyhrra Sevco
ECOSLO – Miranda Clare Leonard
Fairfield-Suisun - Barbara Ruff
Garden Club of Yreka – Twyla Miller
Humboldt County – Angie Wood, Amy Stewart
Humboldt County Env Health – Louise Jeffrey

Humboldt Waste Mgmt Authority – Gerald Kindsfather
Los Angeles County Sanitation District – Penny Hill
Los Osos Sanitation – Margaret Faulkner
Marin County Stormwater Pollution Prevention Program – Gina Purin
Marin Rose Society – Dorothy Arnold
Mendocino County Assistant Ag Commissioner – Tony Linegar
Mendocino County Solid Waste Mgmt. Authority – Michael Sweeney
Monterey – Maris Sidenstecker
Monterey Regional WMD – Cheryl Hall
Morro Bay National Estuary – Cheryl Lesinski
Napa County Env Health – Amy Garden
Napa County Env Health – Kelli Fry
Napa County Flood Control & Water Conserv Dist – Todd Adams
Napa County Mosquito Abatement District – Wes
Napa Sanitation District – Bill Gaffney
Napa RCD – Michael Champion
Public Affairs Management – Samantha Calamari
Regional Water Quality Control Board, Central Coast – Alison Jones
Regional Water Quality Control Board, North Coast – Janet Blake
Regional Water Quality Control Board, San Francisco Bay Region – Marla Lafer
Sacramento County – Dave Tamayo and Jeannette Watson
San Benito County –Mandy Rose
San Francisco PUC – Scott Taylor
Salinas Valley Solid Waste Management Authority – Alan Styles, Nancy Treffrey
San Luis Obispo County (DPW) – Jill Falcone
San Mateo County HHW – Rob Darcy
San Mateo County Env Health - Sarah Pratt, Susan Hiestand
Santa Barbara Agricultural Commissioner's Office – Joe Karl
Santa Barbara County Flood Control – Larry Faucet
Santa Barbara County Parks – Richard Lindley and Rick Wheeler
Santa Barbara County Roads – Scott Roberts
Santa Barbara County Solid Waste – Dana Green
Santa Barbara County Water Agency – Darcy Aston, Michelle Gibbs
Santa Barbara Solid Waste – Dana Green
Santa Barbara Water Resources Program – Rory Lang
Santa Clara Valley Urban Runoff Program – Shannan Herndon, Vishaka Atre, Roxan Nasiri
Santa County Parks – Rick and Joe
Save the Bay – Jen Jackson
Shasta Valley RCD – Dave Webb, Amy Hanson
Siskiyou County Asst. Ag Com. – Smokey Thornhill
Siskiyou County Public Works – Brian McDermott
Siskiyou RCD – Carol Pimentel
Sloat Publication – David Wren
Sonoma County – Paula Stamp, Iveta Abramo
Sonoma County Master Gardeners – Paul Voss and Alexandra Deveranne
TDC Environmental – Kelly Moran
TENERA – Chris Ehrler
The Watershed Project - Debra Brown
Tribal EPA , Coyote Valley Band of Pomo Indians – Lindsay Elund
Trinity County – Barbara Rapinac
Trinity RCD - Pat Frost
Union Sanitary – Shannan Szchowski
Urban Pesticide Pollution Prevention Program – Laura Speare
Vallejo Sanitation and FCD – Fern Wilson/Jennifer Kaiser
West Valley Clean Water Program – Cheri Donnelley
Western Region Pollution Prevention Network – Peter Johnson

Deliverable Task 5.2

The following sample press releases, newspaper ads, and/or notices have been distributed by public and private partners. The originals are on file at MCSTOPPP. (Electronic versions of this report do not contain these releases, ads, etc.)

Deliverable Task 5.3

Copies of the video and DVD were provided in previous reports and are not available electronically. Though provided previously, images of the following are included in this report: magnet, pocket guide, banner, business card, poster, flier, labels, and name badges.

Deliverable Task 5.4

The following educational events (e.g. tablings), marked in **bold**, were held during this report period. Contacts mentioned are “direct” – i.e. those where OWOW staff/volunteers had direct contact with someone.

County	Store	Location	Date	Contacts
Contra Costa	Osh	Pinole	Oct 13, 2003	Unknown
Marin	Osh - Master Gardeners	San Rafael	Nov 3, 2003	20
Contra Costa	Pinole Garden Club	Pinole	Nov 11, 2003	38
Sonoma	CAN, Redwood Empire	Santa Rosa	Nov 12, 2003	30
Alameda	Master Gardeners	San Leandro	Nov 22, 2003	20
Solano	Home Depot	Fairfield	January 9	Unknown
Multiple*	Osh Stores (18 stores)*	Bay Area	January 17 & 18, 2004	Unknown
Napa	Whiting Nursery	St. Helena	February 7	Unknown
Sonoma	Yardbirds	Santa Rosa	February 21	Unknown
Alameda	OSH How To Fair	Pleasanton	March 6, 2004	300
Alameda	OSH How To Fair	Pleasanton	March 7, 2004	250
Napa	Osh	Napa	March 13	Unknown
Sonoma	Yardbirds	Petaluma	March 13	Unknown
San Mateo	OSH How To	San Mateo	March 27	Unknown
Alameda	Longs	Oakland	April 3	20
Santa Clara	Osh (Grand Opening)	San Jose	April 3	150
Marin	Sloat	Larkspur	April 10	9
Mendocino	Spartime Supply	Willits	May 1	35
Alameda	Alden Lane	Livermore	May 15	20
Santa Clara	Summer Winds	Palo Alto	May 23	20
Contra Costa	Yardbird's	Martinez	May 29	50
Santa Clara	Summer Winds	Sunnyvale	May 30	20
Marin	Goodman's	Mill Valley	May 31	15
Santa Clara	Almaden Valley	San Jose	June 5	25
Multiple**	Osh (16 stores)**	Multiple**	June 12, 13	@240***
Sonoma	Swede's Feed	Kenwood	June 19	30
Contra Costa	Osh	Pinole	July 24	50
Santa Barbara	La Sumida	Santa Barbara	August 28	38
Sonoma	Friedman Bros.	Santa Rosa	September 18	60
Santa Cruz	Osh	Capitola	August 14	35
San Mateo	Osh	Foster City	August 14	30
Contra Costa	Bill's Ace	Pleasant Hill	August 15	32
Sonoma	Friedman Bros.	Santa Rosa	September 11	38
Monterey	OSH	Seaside	Oct 9, 2004	55
Sonoma	OSH	Petaluma	Oct 10, 2004	66
Contra Costa	OSH	Pinole	Oct 10, 2004	41
Santa Cruz	OSH	Watsonville	Oct 10, 2004	35
Sonoma	Yardbirds	Santa Rosa	Oct 16, 2004	36
Solano	Yardbirds	Vallejo	Oct 23, 2004	15
Santa Clara	Yamagami's Nursery		Nov 7, 2004	36
Alameda	Regan's Nursery	Fremont	Nov 13, 2004	27
Contra Costa	OSH	San Ramon	Dec 12, 2004	21

County	Store	Location	Date	Contacts
Contra Costa	Navlet's	Concord & Pleasant Hill	Jan 14, 2005	45
Contra Costa	Navlet's	Danville	Jan 15, 2005	15
Santa Clara	Garden Club	Los Altos	Jan 24, 2005	106
Alameda and Contra Costa	CA Assoc of Nursery and Garden Centers	Castro Valley	Feb 2, 2005	50
Santa Clara	Valley of Hearts Desire	Sunnyvale	Feb 19, 2005	30
Napa	Nature Center	Napa	Feb 26, 2005	15
Alameda	OSH How To Fair	Pleasanton	March 5, 2005	400
Alameda	OSH How To Fair	Pleasanton	March 6, 2005	350
Napa	Central Valley Builders	St. Helena	March 10, 2005	21
Sonoma	OSH No Tax	Petaluma	March 12, 2005	50
Napa	OSH No Tax	Napa	Mar 12, 2005	100
Marin	OSH No Tax	San Rafael	Mar 13, 2005	35
Santa Cruz	OSH NO Tax	Capitola	Mar 13, 2005	36
San Mateo	OSH No Tax	Millbrae	Mar 13, 2005	100
Contra Costa	Long's	Oakland	Mar 19, 2005	27
Contra Costa	Yardbirds	Martinez	Mar 20, 2005	38
Santa Barbara	Channel Islands CA Assoc Nur & Garden Centers		Mar 31, 2005	25
Santa Barbara	S.B. Home Improvement Ctr.	Santa Barbara	April 2, 2005	65
Marin	Yardbirds	San Rafael	April 9, 2005	48
	Alden Lane	Livermore	April 10, 2005	35
San Francisco	Sloat's (seminar)	San Francisco	April 13, 2005	15
Alameda	Evergreen	San Leandro	April 16, 2005	15
Marin	Sloat (seminar)	San Rafael	April 17, 2005	10
Solano	Yardbirds	Vallejo	April 22, 2005	35
Alameda	Regan's Nursery (seminar)	Fremont	April 23, 2005	30
Marin	Water Fair	San Rafael	April 23, 2005	30
Marin	Sloat's	Mill Valley	April 24, 2005	30
Contra Costa	OSH	Pinole	April 24, 2005	40
Santa Clara	OSH How To	San Jose	May 14, 2005	263
San Luis Obispo	San Luis Farm Supply	San Luis Obispo	May 21, 2005	47
Humboldt	A & L Feed	McKinleyville	June 4, 2005	75
Marin	Marin Home and Garden Show	San Rafael	June 5, 2005	30
Contra Costa	OSH No Tax	Concord	June 11, 2005	65
Santa Clara	OSH	San Jose	June 12, 2005	72
Alameda	IPM Conference	Oakland	June 14, 2005	300
Contra Costa	Yardbirds	San Pablo	July 16, 2005	32
Sonoma	Yardbirds	Petaluma	July 23, 2005	47
San Luis Obispo	Mid-State Fair	Paso Robles	July 29, 2005	27
Santa Clara	Summerwinds	Santa Clara	Aug. 6, 2005	55
Sonoma	Yardbirds	Santa Rosa	Aug. 13, 2005	38
Santa Barbara	7 Day Nursery	Santa Barbara	Aug. 20, 2005	36
Sonoma	Friedman Bros.	Sonoma	Sep. 3, 2005	37

County	Store	Location	Date	Contacts
Solano	Yardbirds	Vallejo	Sep. 30, 2005	25
Multiple****	OSH ****	Multiple	Oct 8 & 9	240
Napa	OSH	Napa	Oct. 8, 2005	55
Santa Cruz	OSH	Capitola	Oct. 8, 2005	50
Sonoma	OSH	Petaluma	Oct. 8, 2005	50
Monterey	OSH	Sand City	Oct. 9, 2005	57
Santa Clara	Yamagami's	Cupertino	Nov. 11, 2005	17
TOTAL ALL	123			5,318

*Sub-contractor helped to coordinate 18 "tabling" events held at the following locations: Berkeley, Concord, Dublin, San Ramon, San Leandro, San Lorenzo, Mountainview, Livermore, Alum Rock Ave. San Jose, Newark, Foster City, Fremont, San Rafael, Berkeley, San Leandro, and Pinole. The tablings were conducted/supported by local municipalities or Master Gardeners.

**Sub-contractor helped to coordinate volunteers for Osh No Tax Weekend June 12th and 13th and arranged for samples to be distributed. On Sat June 12th, 12 stores participated in the following counties: Alameda (Berkeley, San Leandro, San Lorenzo, Livermore, & Dublin); Santa Clara (Prospect – San Jose), Milpitas, Mountain View, Contra Costa (San Ramon, Concord); Marin (San Rafael), and Santa Barbara (Santa Maria). On Sunday June 13th, 4 stores participated: Monterey (Sand City); San Mateo (Redwood City), Contra Costa (Concord), and Santa Clara (Mountain View). These stores held tablings through their local municipalities or Master Gardeners. They were coordinated, on behalf of Osh, through the Prop 13 project.

***Since Osh tablings generally attract about 20 customers, a conservative figure of 15 was used to arrive at the 240 figure. This number may be changed in future reports if the average number of attendees at an Osh tabling is significantly over or under this amount.

****An additional 8 OSH stores held tabling events in locations other than those mentioned below. These were staffed by local municipalities or volunteer groups (e.g. Master Gardeners). Using a conservative estimate of 30 contacts per store, this would add an additional 240 contacts.

Deliverable Task 5.5

An evaluation summary from the 6 Healthy Garden Workshops follows the Table of Contents from the workshop binder that was distributed to each attendee. Below is a grid of workshops offered.

Date	County	Number in Attendance
March 3, 2005	Santa Cruz (Cabrillo College)	40
April 30, 2005	Marin (College of Marin)	30
June 4, 2005	San Luis Obispo (Cooperative Extension Office)	29
June 25, 2005	Humboldt (Arcata Park and Recreation Center)	30
October 1, 2005	Contra Costa County (The Gardens at Heather Farm)	22
March 2, 2006	Marin (College of Marin)	20
TOTAL		171

TABLE OF CONTENTS

1. CREATING HEALTHY GARDENS AND WATERSHEDS	1
<i>Making the Connection: Watersheds, Gardens, and Pesticides</i>	3
<i>Some Hazards of Pesticides</i>	7
Fact Sheets	
Pesticides and Water Quality	
Use and Disposal of Pesticides	
2. FROM THE GROUND UP: SOIL BASICS	11
Starting with Healthy Soil.....	13
Soil Separation Test	19
Key to Soil Texture by Feel	21
Marvelous Mulch.....	23
Living Mulch: <i>Growing Cover Crops</i>	27
Gardens From Garbage: <i>Making Compost</i>	29
Brewing Up Compost Tea.....	33
Compost Troubleshooting Guide	35
Answers to Most Frequently Asked Questions	37
Worm Bins: <i>Raising Critters With a Sense of Humus</i>	41
3. BASIC GARDENING GUIDELINES	49
<i>Growing Green and Water-Wise: Healthy Gardening Tips for California</i>	
Gardeners.....	51
<i>Seeds of Change: Basic Guidelines for Growing Plants From Seed</i>	57
Tips for Propagating Perennial Plants.....	63
A Gardener's Glossary.....	69
Fact Sheets	
Tips For a Healthy Beautiful Lawn	
Wonderful Roses	
How to Control Weeds	

4. MANAGING GARDEN PESTS.....	71
Creating Healthy Gardens with Integrated Pest Management	73
The Pest Patrol: A Garden For Beneficial Insects.....	77
Building a 'Good Bug' Tub	83
Fact Sheets	
Naturally Managing Pests With a Healthy Garden	
Controlling Aphids in Your Garden	
Controlling Ants in Your House	
Living With Spiders the Helpful Hunters	
Keeping Fleas Off Your Pest and Out of Your Yard	
Keeping Cockroaches Out of Your House	
Controlling Yellowjackets Around Your Home	
Controlling Snails and Slugs in Your Garden	
Keeping Mosquitoes Away From You and Your Yard	
Where to Buy Less-Toxic Products	
5. GOING NATIVE! CREATING NATIVE PLANT GARDENS	85
Going Native: Create a Native Plant Garden.....	87
Tips For Growing Native Plants	89
California Native Plant List.....	91
Native Plants For Containers.....	95
Planting Under and Around California's Native Oaks.....	97
What Are Pest Plants?.....	101
6. GROWING WILD: CREATING WILDLIFE HABITAT	103
Wild at Heart: Planting a Wildlife Habitat.....	105
Plant a Butterfly Banquet.....	111
Nature's Jewels: Planting a Hummingbird Garden.....	119
Planting a Bird-Friendly Garden.....	125

7. BOOKS	129
<i>General Gardening Information</i>	131
<i>Growing Native Plants</i>	133
<i>Butterflies, Birds and Wildlife Habitat</i>	134
<i>Soils, Composting and Earthworms</i>	135
<i>Insects and Pest Management</i>	136
8. GARDEN RESOURCES	139
<i>Mail Order Gardening Supplies</i>	141
<i>General Gardening Supplies</i>	141
<i>Seeds and Plants</i>	143
<i>Worms and Worm Bins</i>	145
<i>Beneficial Insects and Pest Management</i>	147
<i>Garden Catalogs and Directories</i>	149
<i>Garden-Related Organizations and Websites</i>	151
<i>Gardens to Visit</i>	159
<i>Local Nurseries and Gardening Supplies</i>	167

Our Water Our World Evaluation

Healthy Gardening for People, Pets & the Environment

(Santa Cruz 3/12/05, Marin 4/30/05, SLO 6/4/05, Humboldt 6/25/05, Contra Costa 10/1/05, Marin 3/4/06)

1. What zip code and city do you live in?

94552	1%	93401	1%	94521	1%
95003	2%	93402	3%	94549	1%
95005	1%	93405	1%	94804	1%
95006	1%	93420	3%	94553	1%
95010	1%	93422	1%	94904	1%
95018	1%	93433	1%	94930	1%
95019	1%	93442	3%	94938	1%
95060	6%	93444	1%	94941	2%
95062	5%	93446	1%	94945	1%
95066	1%	93453	1%	94947	1%
95073	3%	93460	1%	94952	1%
95076	1%	95501	2%	94901	1%
94901	3%	95503	2%	94903	6%
94903	3%	95519	2%		
94965	1%	95521	5%		
94978	1%	95525	1%		
94925	1%	95546	1%		
94920	1%	95562	1%		
94941	2%	95570	1%		
94985	1%	94526	1%		
94530	1%	94598	1%		
94117	1%	94520	1%		
94904	1%	94508	1%		
94939	1%	94556	1%		
94945	1%	94595	1%		
94947	1%	94596	1%		

2. Before today, did you know that pesticides could bypass sewage treatment plants and end up in local waterways?

Yes 53%
No 47%

3. Before today, did you know that pesticides and other contaminants, could wash off gardens and sidewalks and enter storm drains which can flow directly to local creeks without any type of treatment?

Yes 86%
No 14%

4. If you bought a pesticide or herbicide (non-toxic or not) in the last year, what problem were you trying to address? Check all that apply:

Ants	21%	Other: Poison oak	1%
Fleas	5%	Mites	1%
Rats/mice	6%	Earwigs	1%
Yellowjackets	6%	Scales	1%
Pests on roses	10%	Grubs	0%
Aphids	10%	Bagworms	0%

Gophers/moles	5%	Other:	Moth caterpillars	0%
Snails/slugs	11%		Rose/tree fungus	0%
Wasps	2%		Deer	0%
Cockroaches	1%			
Mosquitoes	5%			
Spiders	3%			
Weeds	8%			
Lawn	3%			

5. Has anything you heard today influenced you to switch to using a less toxic pesticide?

Yes 72%
 No 0%
 I use less toxic pesticides already/I don't use them at all. 28%

6. Have you ever used home remedies to manage pests?

Yes 43%
 No 13%

Pests managed:

Snails/slugs	9%
Aphids	9%
Gophers/moles	1%
Ants	14%
White flies	1%
Earwigs	2%
Deer	1%
Fleas	1%
Scales	1%
Cockroaches	1%

Under 1%: blackspot, fungus, fruitflies, pantry moth, mealybugs, siders, weeds, mice, yellowjackets

7. When faced with a pest problem, do you demand an immediate solution to the problem or are you willing to wait a few days if it means you don't have to use a toxic pesticide?

I want immediate relief 9%
 I'm willing to wait a day or two 90%
 Other (don't use) 1%

8. Please comment on your overall impression of the workshop:

Excellent 99%
 Good 1%

9. Please comment of instructor's presentation (i.e. organization, style, use of activities, etc.)

Excellent 99%
 Good 1%

10. Please comment of quality of handouts:

Excellent 98%
 Good 2%

11. Would you recommend this workshop to a friend?

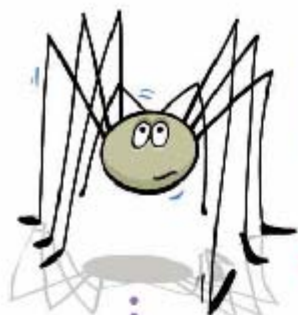
Yes	100%
No	0%

SAMPLE COMMENTS:

- Informative. Excellent job. Great workshop. Great presentation. Great class – need more!
- Excellent handouts!! Resource for future reference & sharing with others is fantastic. Excellent resources – thanks for supporting the environment.
- Lots of info, too little time.
- You can never “preach to the choir” too much!
!
- I learned so much today, thank you!
- Parts of this presentation should be given to youngsters at different times – 1st grade/3rd/5th/jr hi/hi school – with age appropriate material – practical, experimental – hands on – good for kids!
- Great info, fantastic binder, too little time (sort of) felt like we just scratched the surface. But reading the binder later will prove to be a super resource. Thank you!
- Liked the “samples” and freebies.
- I have learned a lot & look forward to reading the material & buying the correct books.
- This was one of the best educational seminars I have ever attended!
- The instructor is fantastic! If you ever want a testimonial on your program, call me. Cynthia Mills, 805/XXX-XXXX (number blocked for this report).
- Talk about gopher control.
- Maybe break up topics for different subjects.
- Wonderful to learn of safer options.
- So much info, maybe make it a 2-meeting class.

Deliverable Task 6.2

A copy of the Pest or Pal flier follows. The original was legal size with a registration form. A back-side was also developed to be used as a “mailer”. The same flier was able to be used for all workshops because the inside area of the flier is a word document and can be changed to reflect local sponsorship.



Pest or Pal?



WORKSHOP FOR TEACHERS

Schoolyard Pests or Pals – FIRST TIME OFFERED!

Ever been bitten by a mosquito, stung by a wasp, had ants under your desk, or had weeds overtake your school garden?

Learn about the wonderful world of bugs and plants – and how they can help make your classroom and/or garden a Pesticide-Free Zone! Join us for a fun day of hands-on activities, games, and experiments! **FREE TO MARIN TEACHERS** in Grades 2 – 5, on **Saturday, October 15, 2005 from 9 a.m. to 4 p.m.!** (Location to be announced.) **SPACE IS LIMITED SO SIGN UP NOW!**



What you'll learn:

- * anatomy, life cycles, habitats, amazing adaptations, insect/plant connections and the importance of insect "pests and pals" in the environment
- * how to identify good bugs, as well as pests, in classrooms, schoolyards, homes and gardens
- * environmentally friendly ways to manage pests and protect the health of families, pets and the environment
- * how to organize a "pest patrol" and involve students in science-based problem solving



What you'll get:

- * curriculum guide with hands-on activities and resources
- * fun & informative activity booklet for each student
- * healthy home and garden guide for families & pets for each student's family
- * bug ID guide, native plants and science equipment for classroom use

All activities are aligned with the California Science Content Standards!

For more information, contact Marin County Stormwater Pollution Prevention Program at 499-6528!



www.ourwaterourworld.org

Funded under agreement with the State Water Resources Control Board pursuant to Costa Machado Water Act of 2000 (Proposition 13)



Reserve Your Spot TODAY: Pest or Pal Workshop for Teachers

Send to MCSTOPPP, P.O. Box 4186, San Rafael, CA 94913-4186

Name _____

Home Address _____

City _____ Zip _____

Day-Time Phone _____

School _____ Grade _____

Optional CE Credit Yes No (A \$45 fee will be charged for 1 unit on day of class.)

Deliverable Task 6.3

Pest or Pal workshops were held in the following counties:

County	Date	Attendance
Marin	October 15, 2005	24
San Luis Obispo	October 22, 2005	9
Santa Cruz County	November 5, 2005	5
Sonoma/Napa Counties	November 12, 2005	15
TOTAL ALL		53

San Luis Obispo, Marin, and San Mateo Counties have already committed to doing a Pest or Pal teacher workshop in the coming year. Humboldt County is determining if they have the financial resources to commit.

Note that each teacher above has the capacity to reach 1,325 students (using a conservative estimate of 25 students per teacher). Also note that each child was given, by the teacher, a Healthy Home & Garden booklet to take home to their family. In this sense, the students served as ambassadors for less toxic pest management. Each student also received a Pest or Pal activity guide for his/her personal use.

Deliverable Task 6.4

An extensive resource binder (263 pages) was created for this workshop. A copy of the table of contents follows.

Each educator to attend the workshop received the binder of information, 2-way viewers for her students (about 1 for every 5 students), Healthy Home and Garden booklets to take home to each student's family (1 per student), and a Pest or Pal Activity Guide for use by the student (1 per student).

Additional localized information was provided by program co-sponsors in the various communities.

Information packets with fact sheets in Spanish were also developed for the Santa Cruz program with assistance from Ecology Action.

TABLE OF CONTENTS

ACKNOWLEDGMENTS	i
1. MAKING THE CONNECTION: WATERSHEDS, BUGS AND PESTICIDES	1
Watersheds, Bugs, and Pesticides	3
Holding a Watershed in Your Hand.....	7
Weaving a Web of Life	11
The Path of Poisons	17
2. WHAT'S BUGGING YOU? OBSERVING AND IDENTIFYING INSECTS	21
The Good, the Bad and the Buggy Background Information.....	23
The Key to Bugs.....	29
Insect Anatomy Worksheet.....	33
Key to Arthropods.....	35
Some Common Insect Orders	37
It's a Bug's Life: Insect Life Cycles	39
Find Your Match Cards.....	43
Scent-sational Senses.....	53
Mouthpart Madness.....	57
"Bug" Hunters: Tools for Catching Bugs	61
3. PESTS OR PALS? IDENTIFYING HELPFUL AND HARMFUL "BUGS"	69
Pests or Pals?	71
Friend, Foe, or Escargot?.....	79
Friends and Foes Background Information	85
Garden Friends, Garden Foes Identification Sheet.....	93
Insect Investigator Sheet	95

Build-a-Beneficial Bug Challenge	97
The Clean-up Crew	105
Clean-up Crew Worksheet	109
Clean-up Crew Background Information.....	111
Classroom Worm Bins: Raising Critters With a Sense of Humus	113
Dandelions: What About Weeds?.....	125

4. THE PEST PATROL: MANAGING PESTS AT SCHOOL AND AT HOME.....131

Creating Healthy Schools, Homes and Gardens with Integrated Pest Management	133
Pest Investigators: Making a School Pest Control Survey.....	137
Become a Bug Buster: Learning About IPM	143
The Six Steps of IPM	147
What is IPM? Background Information	149
Examples of IPM.....	151
Join the Pest Patrol: Monitoring Pests in the Classrooms and on the Schoolgrounds	153
Pest Patrol Classroom IPM Checklist.....	157
Pest Patrol Garden IPM Chart.....	159
Create a Pesticide Free Zone.....	161

5. INSECTS, MYTH AND MAGIC: INSECTS AND HUMAN CULTURE

A Garden of Verses: Writing Bug Poetry	167
Snug as a Bug in a Rug: Insects and Popular Wisdom	171
Tell Me a Story: Insects in Myth and Legend.....	177

6. PLANTS FOR PALS: GARDENS THAT ATTRACT GOOD BUGS.....181

A Garden for Beneficial Insects	183
Plant a Butterfly Banquet.....	189
Plant a Pollinator Pot	199

7. INSECT-LO-PEDIA	203
Insect-lo-pedia: A Glossary of Words to 'Bug' You.....	205
8. RESOURCES: LEARNING MORE ABOUT BUGS	209
Bug-related Web Sites.....	211
Curriculum and Activities	211
Where to Buy "Bugs".....	212
Viewing Insects.....	213
Less-Toxic Pest Management	213
Catalogs and Directories	217
Teaching Materials.....	217
Less-Toxic Pest ManagementSupplies.....	218
Bug-related Organizations and Programs.....	221
9. BOOKS ABOUT "BUGS"	225
Curriculum and Activity Guides.....	227
Children's Books.....	231
Non-Fiction.....	231
Field Guides.....	234
Fiction.....	234
"Buggy" Background Information	237
Insect Identification and Information	237
IPM and Less-toxic Gardening	238
10. SCHOOL IPM	
What is the Healthy Schools Act	241
Ten Steps to a Healthy School	243
What You Can Do About Pesticide Use in School.....	245
Kids at Risk: Pesticides & Children's Health.....	249

11. PEST FACT SHEETS

Growing a Healthy Garden to Manage Pests Naturally

Pesticides and Water Quality

Use and Disposal of Pesticides

Ants: Controlling Ants in Your House

Aphids: Controlling Aphids in Your Garden

Cockroaches: Keeping Cockroaches Out of Your House

Fleas: Keeping Fleas Off Your Pets and Out of Your Yard

Lawns: Tips for a Healthy Beautiful Lawn

Mosquitoes: Managing Mosquitoes

Roses: Wonderful Roses

Snails: Controlling Snails and Slugs in Your Garden

Spiders: Living With Spiders the Helpful Hunters

Weeds: How to Control Weeds

12. APPENDIX: Correlations to California State Content Standards

Deliverable Task 6.5

Summary of all evaluations from the Pest or Pal workshops follows.

Pest or Pal Workshop Evaluations - 2005
(Marin/San Luis Obispo/Santa Cruz/Rohnert Park)

1. How did you learn about this workshop?

-In the mail	33%
-Posted at school	15%
-My mom	2%
-E-mail notice	23%
-Friend/Colleague	20%
-Other:	7%
Jill at Creek fest booth	
Waste Free schools	
Sonoma School Gardens Network	

2. What is the best way to inform teachers about the availability of our workshops?

-Mail	8%
-E-mail	25%
-Through our schools mail	7%
-Word of mouth	15%
-Flyers	28%
-Post at school	17%

3. What was the most helpful part of the workshop – other than the demonstrations?

-The activities	42%
-Binder/materials	24%
-Games	12%
-Resources	9%
-Take home information	12%

4. Is there anything in this workshop that you would delete?

-No	81%
-It was great!	5%
-I can't think of anything	8%
-I liked it all!	5%

5. What topics/information would you like to see include in future workshop?

- Success stories from people who have attended these workshops
- More information on home made products to control pests
- Invasive plant control, techniques for planting native
- Agriculture
- More information on G.M. foods, organics
- Suggestions on modifying for particular grade levels
- Life stages of "bugs" and identifying them
- A workshop about mammals, reptiles, etc
- Information/demo on starting and maintaining a compost pile
- Responsible automobile care and maintenance
- More on parasitoids
- Gardening using compatible gardening technique!
- Microorganisms in soil and composting
- More pest management

6. Which materials/hand-outs will be most useful to you?

-Bug ID materials	20%
-Binders	26%
-Microscopes	13%
-Materials	5%
-Activities	33%
-Website and lessons	3%

- 7. Have you ever used a pesticide in your classroom? If so, for which pest?**
- Orange peel products 3%
 - No 78%
 - Yes: Ant chalk (2), round-up, oil & soy sauce, sluggo, ant traps & spray 19%
- 8. With so much attention being drawn to “pesticide free schools, “ is there anything the Our Water – Our World Program can do to assist you or your school in making this a reality?**
- Just keep reaching out to educators. 22%
 - School District Maintenances Dept. to use IPM to control pests. 39%
 - Cont. to promote your program so more people will take advantage of it. 13%
 - Send information to each school site. 9%
 - More in-depth info about what animals suffer due to pesticide use. 4%
 - Talking to the district and/or county level about doing in services at school during their “Professional Development Day”. 4%
 - A personal visit/in-service staff meeting SBC day or school assembly. 9%
- 9. COMMENTS:**
- Very informative. Materials given very helpful and informative. 32%
 - Great workshop! 63%
 - Love to see Our Water – Our World print media ads in local newspaper, geared toward breaking down people’s behavior/ beliefs/tendencies to use pesticides/fertilizers. 5%

Deliverable Task 6.6

Activities regarding what children can do to protect the health of their school, home, pets and environment are presented in an activity guide called Pest or Pal. It was modeled after “The Pest Patrol”, originally designed and developed by the Minnesota Department of Agriculture and distributed by US EPA, Office of Pesticide Programs. The activity guide can be found at <http://www.ourwaterourworld.org/promo.cfm#activity> Hard copies are available on request.

Deliverable Task 7.2

The website can be found at www.ourwaterourworld.org

Deliverable Task 7.3

The following indicates total pest-related questions received from March 2004 - March 2006 through the "Ask the Expert" feature of the OWOW website.

Number of Total Requests: 440

Alameda

Ants – 3	Mosquitoes – 3
Aphids	Orange Guard
Bedbugs	Ortho Ground Clear
Bees	Premise
Borates - 2	Rat Mites
Clothes Moths - 2	Rat Traps
Dandelions	Rats
Diatomaceous Earth	Root Weevils
Dust mite allergy	Sand Wasps
Fleas – 2	Termites
Fleas on cat	Termidor
Fruit Flies	Termidor vs. Premise
Gophers	Timbor vs. Termite Prufe
Mites	Treated wood/toxic
Mole	Turf replacement
	Vikane

Contra Costa

Alternatives to ethephon	Fly Pupae
Ant Control – Non-toxic	Grubs - 2
Ants and Cyfluthrin	Mint Oil
Bamboo	Mosquitoes – 2
Bird of Paradise	Silverfish
Brown Scale Flies	Spit Bugs
Bugs on Plants	Tree Sprouts
Bugs	Whiteflies
Ducks and Slugs	
Fleas	

Humboldt

Earwigs
Weeds
Tree Roots

Marin

Agrifos
Algae
Arsenic - leaching
Ants - 2
Bamboo - 2
Bats – 2
Beetles - 2
Binatonium Tablets
Bounce Repellent
Broom
Caterpillars
Clothes Moths
Dragonflies
Fleas – 2
Glyphosate
Grass Bugs
Grubs
Herbicides
Hot Pepper Spray
Insect Control
Invasive Plants
Mantids
Methyl Bromide and Termites
Mice
Mosquitoes or Larvae - 2

Moths - 2
Nature's Own
Perimeter Spray
Pesticides
Poison Oak
Pressure Treated Wood
Rats – 3
Roaches
Silverfish - 2
Spiders
Spiders – yellow sac
Subterranean termites
Termites – 4
Termite Chemicals
Termite Prevention
Termite baits
Thrips
Ticks
Toxic Fertilizer
Turflon
Vikane
Warehouse Beetles
Wasps
Whiteflies
Wood-boring Beetles
Worms
Yellowjackets – 2
Yellow Star Thistle

Mendocino

Powderpost beetles

Spider Mites – 2

Shothole

Monterey

Earwigs

Gophers

Moles

Mites (microscopic)

Spider Bites

Whiteflies

Napa

Ants in Strawberries

Iron in Well Water

Weed Control

San Francisco

Bedbugs – 2
Bird Mites
Drywood termites
Mice

Powderpost beetles
Silverfish – 2
Subterranean termites
Voles

San Mateo

Ants
Ants - 2
Bedbugs
Biting Bugs in Lawn
Carpenter Ants
Carpenter Ants - 2
Carpenter Bees
Chickweed
Drywood Termites
Earwigs

Moss
Mushrooms
Powder Post Beetles
Rats
Red Mites – 2
Slugs
Sowbugs
Termites – 3
Tomato disease
Thrips
Woodboring Beetles

San Luis Obispo

Black Widow
Cleaning Paint Brush
Coddling Moth
Earwig
Mint Removal
Motor Oil

Paint Brush
Rose Pest
Scales
Spider Mites
Velvety Tree Ants

Santa Barbara

Fumigation Alternatives
Rats
Mice

Santa Clara

Alternatives to Bayer Advanced
Garden
Ants – 3
Aphids
Beetles – 3
Cockroaches
Crickets
Drywood Termites – 4
Flies and Dogs
Gophers – 2
Ground squirrels
Grubs
Mites
Mosquitoes

Moths – 2
Mystery Bites - 2
Peach Leaf Curl
Scale
Snails
Subterranean Termites
Termidor
Termite Control
Termites – 2
Weevils - 2
Whiteflies

Santa Cruz

Earwigs
Roly Poly Bugs

Seagulls
Thrips

Siskiyou

Scabies

Solano

Aphids
Black Widows
Crabgrass
Pillbugs

Spittle Bug
Stump Removal
Tree Squirrels
Weeds
Yellowjackets

Sonoma

Magnets
Certified Organic Methods
Moles
Voles
Drywood Termites

Bats
Diatomaceous Earth
Wasps
Pepperweed
Baby Snails

California Communities Out of Service Area (79)

<p>Ants (97128 and 90404) Batbugs - 95864 Beetles – Fresno Bedbugs - 95864 Bird Mites – Los Angeles Black Widows - 91786 Box elder bugs – Lane, 97477 Carpenter Ants Carpenter Ants Nest Inside Carpenter Bees Clothing Moths - 92009 Cockroaches – Israel, 90027 Conference Info – Butte, 95927 Corn gluten/limestone - 95864 DE - 95864 Drywood termite – LA, 90025 Enzymes - 95864 Fact Sheets – Butte Flies - King Floridone - 90265 Fumigation – Orange, 92679 Fumigation Los Angeles Gentrol – 95864 Gophers – Tulare, 93625 Gophers – Ventura Ground squirrels – Ventura, 93003 Grubs Gypsy Moth – King Heat Treatment – 90015 Imidiclopid – San Diego 91941 Moles – San Diego, 91222 Mosquitoes (95209) Nematodes – Orange, San Diego Non-deet repellent Non-toxic termite – LA, 90291 Non-toxic Termite - 92103</p>	<p>Pendulum WDG – Orange County Ticks – Ventura Pesticide toxicity – Loreto, 90813 Pheromones and carpet beetles – 98005 Pigeons – Fog Force – LA 90401 Pyrethroids - 95864 Rats and mice – 90210 Rodents – Ventura Safety of Premise – Los Angeles, 90066 Scorpions – Madera, 93614 Scorpions (98801) Silverfish - Multnomah, 97232 Slugs and Snails - 98034 Spiders – Stanislaus CO Squirrels – Tulare, 93625 Sub Termites Sub Termites (92840) Termidor – Yolo Termites/furniture - Fresno Termites – LA (2) Termites – Orange, San Diego Termites (90066) Ticks - Orange Vikane and mercury – LA, 91108 Vikane and termites – Malibu, 90401 Yellowjackets (2) - King</p>
---	---

Other Communities Out of Service Area (114)

Algae - Regina, Sask, Canada	Millipedes – Montgomery Co., MD
Ants – 20705	Mosquito traps - OK
Ants – 63025	Mosquitoes – VA
Ants – Canada	Moths – NY
Ants – Dade Co	Moths (08530)
Ants – Montgomery	Mystery bites – King Co, 98122
Ants – Montgomery, 20538	Non toxic termite (11722)
Aqua-Reslin – OH	Noxious Weeds – Lincoln, Montana
Asian Ladybug (19008)	Organic ants (32327)
Bean Beetle (19063)	Organic Fertilizer
Bed Bugs – NY	Organic Pesticide
Beetles (19087)	Paper wasps (18938)
Brown Recluse	Parasites (89802)
Brown Recluse (73111)	Pest Control (85297)
Carpenter Ant (10003)	Pesticides – Maui, HI
Carpenter Ant (74538)	Plum curculio (08077)
Carpenter Ant (83705)	Powderpost beetles - Bucks, 18944
Carpenter ants – Cumberland, 17055	Raid Earth Safety
Carpenter bees – Westchester, 10520	Rats in attic (33460)
Carpet Beetles (Nassau)	Rats in crawl space (30030)
Caterpillars (36305)	Rats, Wasps – Chester
Centipede (08021)	Red palm weevil - United Arab Emirates
Centipedes, Dandelion - MT	Redbud Borers
Chigger (Cleveland)	Roach Trap (dog ate)
Clothes Moths – Westchester CO, NY	Rust Mites - Arkansas
Cluster Flies – Canada	Sawflies – Boulder, CO
Crickets (08031)	Sentricon and Termidor – Manatee, FL
Daphne Disease – Phila.	Silverfish – New England
DE Toads (76111)	Skunks – (04046)
Dichlorvos – Loudoun Co., VA	Spiders – Harris, 77506
Diseased Wisteria – Delaware, PA	Spiders (45648)
Eurasian Watermilfoil – Tehama	Squash Vine Borer – Shester
Fleas – 27614	Squash Vine Borer – Davidson, Tenn
Fleas – Georgia	Squirrel - Chester
Fleas – NY	Squirrels - West Midlands
Fleas – Tolland CO., CT	Stable Flies – Lincoln
Fleas (13813)	Store Survey – Austin, 78704
Fleas (19143)	Straw Itch Mite - WA
Fleas (19106)	Termidor – Essex, NY
Fleas (08028)	Termidor Spill (86004)
Fleas, non-toxic – Nelson, 40107	Termites – Mercer
Fruit flies (33607)	Termites – NY
Gopher Plants	Termites (22044)
Groundhogs – NY	Termites (19078)
Hornets – Rowan, KY	Thrips and Butterflies (55107)
Hot shot wasp killer (03220)	Mice (55107)
House Flies	Tick repellents – (03820)
Japanese beetles (20817)	

Japanese hornets (19604) Leeches – Vermont Little black ant (11772) Mice – Dallas, TX Mice (89180)	Toxic ant bait (17959) Weevil Grubs – NY Whiteflies - Chester Yellowjackets (Nassau) Yellowjackets (18944)
--	--

Deliverable Task 7.3 continued

WEB TRENDS COMPARISONS – A QUICK LOOK

	March 2004	June 2004	Sep 2004	Dec 2004	Mar 2005	June 2005	Sep 2005	Dec 2005	Mar 2006	TOTAL
Successful hits for Entire Site	4,475	19,879	28,732	26,471	51,140	79,897	67,611	64,232	80,699	423,136
Visitors	239	2,259	3,395	3,414	6,701	10,333	8,588	6,870	8,160	49,959
• Visited Once	185	1,988	2,812	2,598	5,452	9,122	7,512	5,802	6,775	42,246
• Visited more than once	54	271	583	816	1,249	1,211	1,076	1,068	1,385	7,713
Ask the Expert	9	27	47	15	31	97	93	63	58	440

Comparing March 2004 to March 2005, the website hits increased 1,043%. The number of visitors increased by 2,704%. The number of “Ask the Expert” calls increased by 244%.

Comparing December 2004 to December 2005, the website hits continued to increase - by 143%. The number of visitors increased by 101%. The number of “Ask the Expert” calls increased by 320%.

Comparing March 2004 through December 2004 against March 2005 through December 2005, the number of hits increased 230% in the website’s first year of operation. The number of visitors increased 249% and the number of “Ask the Expert” inquiries increased by 190%.