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MEMORANDUM

Date: January 13, 2016
To: Board Members
From: Staff
Subject: Staff Proposed Actionable Items for Homeowner IPM and Outreach

At the December 18, 2015 meeting, the Board heard from invited recipients of pesticide registration revenues about their current activities related to homeowner Integrated Pest Management (IPM). The Board determined that homeowner IPM education could be expanded and asked Board staff to develop a list of items for implementation. The following are staff ideas for actionable items intended to enhance homeowner education about IPM.

1. Re-energize and Expand the Network of IPM Cooperators

- Convene a cooperators meeting and catalog existing resources
- Identify organizations to add to the network
- Choose positive, science-based messages best promoted through collaborative efforts
- Develop strategies for message dissemination
- Expand/enhance current resources directed at homeowners

2. Consolidate Lawncare Recommendations

- Register URL for consolidated information
- Write all site content for homeowner audience
- Promote URL through new “Network”
- Create a sign for posting at checkouts at General Use Pesticide sales locations—direct people to URL; include QR code
- Provide training to marketplace sales staff

Metric: Use Google Analytics to monitor site traffic

3. Provide Paid and Free Content for Media

- Develop a series of topics of importance/interest
 - Sustainable lawncare practices
 - Grubs
 - Tick/mosquito management
- Buy ad space in The Source and other gardening publications
- Market IPM resources including newly created lawncare URL/QR code
- Network with representatives from media

Metric: Frequency of publication

4. Reconfigure Self-service Signage

- Reconfigure the required signage so that links to the educational websites are more prominent
- Add some wording to signage pertaining to homeowner education and the importance of safely handling pesticides
- Alter the signage message so it speaks to those consumers who are “protecting their investment”
- Provide sufficient color copies to stores to ensure all signage is in color
- Simplify sign and make it less busy
- Ensure that stores are using new sign with QR code

Metric: Use Google Analytics to monitor site traffic

5. Provide Education to Municipalities

- Develop a standard municipal presentation
- Consolidate municipal resources onto a single webpage
- Develop a factsheet for municipalities