

City Council Workshop

Agenda Item #2

February 29, 2016

Pesticides Ordinance

At the June 8, 2015 workshop, the Council heard a presentation put together by Protect South Portland around the use of pesticides. Protect South Portland was joined by Jay Feldman, from Beyond Pesticides in Washington DC; Chip Osborne, of Osborne Organics LLC in Marblehead, MA; and Mary Cerullo, Associate Director, of the Friends of Casco Bay. Each talked about the harmful effects of pesticide use and the negative impacts to the environment. Alternative methods were presented as a means of providing another way for lawn care/vegetation maintenance.

The City Council voiced support for pursuing a pesticide ordinance and various types of ordinances were presented and discussed at the July 13, 2015 workshop. A pesticide ordinance committee consisting of Sustainability Coordinator Julie Rosenbach, Parks, Recreation & Waterfront Acting Director Sarah Neuts and Stormwater Program Coordinator Fred Dillon was created and proposed ordinance language was developed (attached), which will be discussed at next Monday's workshop.

Included is a memorandum from Julie Rosenbach which includes an outline of the process taken to develop the ordinance. The committee members will be at Monday's meeting to answer any questions.


City Manager



*SUSTAINABILITY
OFFICE*

JULIE A. ROSENBACH
Sustainability Coordinator

To: James H. Gailey, City Manager
From: Julie Rosenbach, South Portland Sustainability Coordinator
CC: Fred Dillon, South Portland Stormwater Program Coordinator
Sarah Neuts, Acting Director, Parks, Recreation & Waterfront
Date: February 22, 2016
Subject: Draft Ordinance to Ban the use of Pesticides

Following a City Council Workshop this past summer on organic landscaping and lawn care practices (June 8, 2015) and subsequent workshop to review different types of pesticide ordinances (July 13, 2015), the City Council directed staff to develop an ordinance that greatly reduces and potentially eliminates the use of synthetic pesticides throughout most of the City.

Over the next six months, the designated staff draft pesticide ordinance committee (consisting of myself, Sarah Neuts, Parks Department Superintendent and Fred Dillon, Stormwater Program Coordinator) reviewed numerous documents and conducted several interviews with groups and individuals including policy makers, practitioners, local advocates and industry representatives to develop a draft ordinance. **The attached memo summarizes our process and key considerations for the Council.**

The draft ordinance, completed in January 2016, represents an earnest attempt by staff to balance public health and environmental protection with aesthetic expectations for public and private landscape management.

To summarize, we focused on drafting an ordinance that is bold but realistic.

We relied on the precautionary principle to guide our efforts, acknowledging that while the science regarding risks associated with synthetic pesticides is not settled, there are enough studies linking these products to reproductive disorders, birth defects, learning disabilities, neurological disease, endocrine disorders, and cancer to warrant a ban with minimal exemptions.

At the same time, we recognize there may be situations we have not and cannot anticipate so we included a waiver process in the ordinance and designed it to be a living document that is revisited in year 3 and adjusted as needed.



*SUSTAINABILITY
OFFICE*

JULIE A. ROSENBACH
Sustainability Coordinator

We included a long implementation period to allow sufficient time for a successful transition in our thinking and practices. It is also important to note that during the transition phase lawn and turf conditions may appear to get worse before they get better because it takes time to (re)build a healthy and resilient ecosystem which is not dependent on synthetic chemicals.

Recognizing that any meaningful reduction of synthetic pesticides will depend on the cooperation of residents and local businesses, we included a robust education and outreach section. Because the ordinance will involve a culture change as much as a policy change, we believe the strong education and outreach section balances the challenges inherent to enforcement.

The overarching goal of the ordinance is to reduce toxics in our community by reducing the use of synthetic pesticides and promoting a transition to organic land care practices. The Council's review of the ordinance and subsequent public input may provide further refinement, which staff are ready to incorporate.

Lastly, as you may know a bill (LD 1543) was introduced at the state level which would require municipalities to create a "municipal reviewing authority that is similar to the Board of Pesticides Control" in order to pass any type of local ordinance. The Maine Municipal Association (MMA) voted to oppose this bill at their last meeting, and Maine's Environmental Priorities Coalition has made it one of their four priority bills. The bill was assigned to the State and Local Government Committee but then tabled pending review, where it has remained. The bill is expected to remain tabled this session.

Respectfully,

A handwritten signature in black ink, appearing to read "Julie Rosenbach".

Julie Rosenbach
Sustainability Coordinator

South Portland Draft Pesticide Ordinance Process & Key Considerations

BACKGROUND

In early June of 2015, the nonprofit group Protect South Portland sponsored a presentation to the City Council by proponents for organic landscaping and lawn care practices. The goal of this initiative was to encourage the Council to consider establishing an ordinance that greatly restricts or eliminates the use of synthetic pesticides and fertilizers throughout most of the City in recognition of growing concerns about adverse impacts from the use of these materials on public health and the environment.

The Council held a subsequent meeting in July 2015 to allow for public comment. The majority of speakers favored the creation of an ordinance that would ban the use of synthetic pesticides in most cases. Individuals who expressed reservations with a pesticide ban generally represented commercial landscaping and lawn care interests and favored an Integrated Pest Management (IPM)¹ approach rather than an outright ban of synthetic pesticides. All of the Councilors supported the creation of an ordinance to regulate synthetic pesticide use with some strongly preferring an outright ban and others favoring a more moderate approach. Following extensive coverage in local newspapers, the City Manager subsequently received more balanced comments for and against a ban on synthetic pesticides.

Shortly after the July 2015 Council meeting, an intern for the City Manager developed an initial draft pesticide ordinance based on several similar documents developed by communities throughout the State and elsewhere in the country. The City Manager then appointed a committee consisting of the Sustainability Coordinator, the Parks & Recreation Department Superintendent and the Stormwater Program Coordinator to further develop and refine the draft ordinance based on more in-depth research.

Staff reviewed numerous documents and conducted several interviews with groups and individuals including policy makers, practitioners, local advocates and industry representatives to finalize the draft ordinance. The discussion below summarizes the rationale and most significant findings for the final draft document that the Council will consider in early 2016.

INTRODUCTION

Given the Council's consensus that synthetic pesticide use in South Portland should either be restricted or eliminated, staff relied on the ***precautionary principle*** to guide their efforts

¹ [Integrated Pest Management](#) consists of practices that emphasize quality production and health while minimizing reliance on pesticides.

in developing the draft ordinance. The precautionary principle acknowledges that while there may be conflicting scientific claims about the relative risks associated the use of potentially harmful products, erring on the side of caution by reducing the use of these products is justified to protect public health and the environment – particularly when the costs to do so are not excessive. Staff considered the four central tenets of the precautionary principle² when drafting the ordinance:

- Taking preventative action in the face of uncertainty
- Shifting the burden of proof to the proponents of an activity
- Exploring a wide range of alternatives to possibly harmful actions
- Increasing public participation in decision making

Even though monitoring for synthetic pesticides in South Portland has been limited, there is evidence that these chemicals are a potential cause for concern. There is also an increasing body of research both nationally and globally that synthetic pesticides are having detrimental effects on human health and the environment.

The draft ordinance addresses these concerns by greatly restricting synthetic pesticide use and promoting organic landscaping and lawn care practices to prevent pest problems. The ordinance also stresses the importance of education and outreach in recognition that any meaningful reduction of potentially harmful chemical use depends on the cooperation of residents and local businesses.

Thus, the overarching goal of the ordinance is to reduce toxics in our community by reducing the use of synthetic pesticides and promoting a transition to organic land care practices. In so doing, the ordinance will protect people, pets and the environment.

PROCESS FOR DEVELOPING DRAFT ORDINANCE

In the process of developing South Portland's draft ordinance, staff reviewed a wide variety of information sources including (but not limited to):

- ***Academic research studies and summaries:*** policy implementation evaluation of Toronto's municipal bylaw; study on state regulations, organic lawn management, and nutrient accumulation in soils; journal article on the precautionary principle and its applications; and Rutgers University paper on the management of turf grass using 'low-impact' pesticides.
- ***Local, state and federal regulations and guidance documents:*** Maine Board of Pesticide Control; Environmental Protection Agency; Canada Ministry of Environment; European Union; Washington State Dept. of Agriculture; and several municipal ordinances.

² [The Precautionary Principle in Environmental Science](#) (Sept. 2001 Environmental Health Perspectives)

- ***Non-governmental organization interviews and reference documents:*** Beyond Pesticides; Friends of Casco Bay; Casco Bay Estuary Partnership; Maine Organic Farmers and Gardeners Association; and the Northeast Organic Farming Association.
- ***Interviews with local and state governmental officials:*** Takoma Park MD; Ogunquit ME; and the Cumberland County Soil and Water Conservation District.
- ***Interviews with private landscaping contractors:*** Ornamental Horticulture Council; Maine Landscape and Nursery Association; Down East Turf; Lucas Tree; Sable Oaks Golf Course; Scotts Lawn Care; Broadway Gardens; Osborne Organics; and Go Green Landscaping.

This in-depth process included detailed discussions by staff about which provisions to include in the draft ordinance. From mid-July until late December, staff met on a weekly (and occasionally biweekly) basis to carefully consider all elements in the draft ordinance. The most substantive discussion topics and resulting decisions – all of which were reached by consensus – are summarized below.

Fertilizers: after extensive research and careful consideration, staff decided that developing a comprehensive management strategy to protect water resources from nutrient runoff (esp. nitrogen) should be addressed through a separate stand-alone ordinance. Virtually all municipalities with fertilizer ordinances have also adopted this approach. Given [the increasing concerns about adverse impacts from excessive nitrogen inputs to Casco Bay](#), staff believe that developing a draft fertilizer ordinance would be a significant next step.

Provisions: Following the National Organic Program, the provisions of the ordinance are centered around natural and organic practices. In general, synthetic pesticides are prohibited unless specifically permitted and organic products are permitted unless specifically prohibited. It is also important to emphasize that "organic" is not synonymous with safe. There are risks associated the misuse and overuse of organic pesticides that can also result in adverse impacts to human health and the environment, although the risks are generally considered to be lower than those associated with synthetics.

Exemptions and Waivers: While the goal of the ordinance is to make organic pest management the primary management tool in our community, staff recognize that exemptions are necessary to ensure a successful transition. South Portland's draft ordinance allows for two exemption areas – which is less than most other municipal ordinances.

- **Public Health and Safety Protection:** there may be potential situations requiring the use of synthetic pesticides because there are currently no comparable organic alternatives available. The protection of public health and safety are paramount and

there are numerous circumstances that potentially qualify for an exemption as described in the ordinance.

- **Golf Courses:** there are currently few (if any) examples of golf courses that are being managed successfully without some synthetic pesticide use. Consequently, golf course playing surfaces have also been exempted until organic turf management practices become better established and proven. The City may want to consider creating a pilot program to test various organic practices at the municipal course prior to requiring these practices on a more widespread basis.

Waiver applications will be required for situations involving the protection of public health and safety. A Pesticide Management Advisory Committee (PMAC) will review these applications to ensure that the waiver requests are justified based on a lack of viable alternatives. The PMAC must find that three conditions exist prior to granting and/or approving a waiver; these conditions align with Shoreland Overlay Districts (article XIII) standards in our zoning ordinance.

Staff decided against exempting athletic playing fields primarily because of the higher likelihood that young athletes could come into direct contact with pesticides. Additionally, there are several examples in other communities where these areas are being managed successfully using organic pest management practices. There may also be grant funds available to assist the City in implementing these practices for our fields.

Public Notification: For instances when synthetic pesticides are allowed (through the waiver review process), the ordinance includes a detailed notification section that applies to both licensed applicators and private citizens. Staff believe this is an important provision because the public has a right to know when and where these chemicals are being applied.

Reporting: Even though the ordinance should greatly reduce synthetic pesticide use and potential exemptions will (hopefully) be few and infrequent, a reporting requirement is included to provide ongoing tracking data for the use of these chemicals. The City's Parks & Recreation Department already maintains detailed records for when, where, how much and what kind of synthetic pesticides are used on City properties. The ordinance will require landscaping contractors to annually report with the same level of detail for private properties.³ Staff also discussed requiring individual residents to provide synthetic pesticide usage data but recognized this would likely create an undue administrative burden.

Phasing: The phasing section allows for a transition period and begins with public properties to demonstrate the City's commitment to leading by example. There is a one

³ Landscaping contractors we met with stated that they already keep this data so it would not be overly burdensome to report it.

year lag period so municipal departments can test new practices and products. Phase 2 applies to all private property and begins after two years. Golf courses were initially considered for a third phase but there are currently not enough proven organic management practices to ensure that course playing surfaces could be maintained adequately. Consequently, emphasis was placed on data collection and management practices to inform future provisions. Since the ordinance is intended to be a living document, Phase 3 instead focuses on evaluating the effectiveness of the pesticide regulations and revising them as needed based on the condition of public land, community feedback, new information and emerging science.

Outreach and Education: Education alone has not proven successful in reducing the use of synthetic pesticides. According to the [Maine Board of Pesticide Control](#), the use of pesticides for residential land care has increased nearly sevenfold over the past twenty years. However, other municipalities have demonstrated that ordinances combining education with enforcement can be successful tools for setting new community standards.

Because the ordinance will be a culture change as much as a policy change, staff believe a strong outreach and education section balances the challenges inherent to enforcement. The behavior change approach outlined in the ordinance targets different segments of the population through diverse means and includes education for and through retailers. This provision in particular targets private citizens who are the least likely to have any knowledge or training about the hazards associated with synthetic pesticide use.

Staff also considered including provisions to require training and certification on organic land care for landscaping contractors but decided against it given that state law already requires all applicators of synthetic pesticides to be certified. However, the City may want to consider lobbying the Maine Board of Pesticides Control to establish an Organic Pest Management (OPM) certification program.

Authority: The Pesticide Management Advisory Committee (PMAC) has a lofty charge. The committee's success will depend largely on the effectiveness of their outreach and education strategy, which will require funding to develop and implement.

CONCLUSION

Following the public meetings earlier this year, the City Council directed the Manager to establish an ordinance that greatly reduces and potentially eliminates the use of synthetic pesticides throughout most of the City. The draft ordinance completed in January 2016 represents an earnest attempt by staff to balance public health and environmental protection with aesthetic expectations for public and private landscape management. The Council's review of this document and subsequent public input will allow further refinement to create an ordinance that best reflects the overall intent and interests of the community.

Purpose

The purpose of this article is to safeguard the health and welfare of the residents of the City of South Portland and to conserve and protect the City's water and natural resources. South Portland strives to make organic pest management the primary management tool in our community so that synthetic pesticide use and its damaging effects on the health and welfare of residents and the environment are significantly curtailed.

Findings

WHEREAS, The State of Maine is one of only 7 states, and the District of Columbia, that uphold the rights of localities to restrict pesticides, and this should be seen as an opportunity to affect positive change;

WHEREAS, the EPA, the Committee on Environmental Health of the American Academy of Pediatrics, the National Academy of Sciences, and the 2010 President's Cancer Panel have all concluded that pesticide exposure is linked to reproductive disorders, birth defects, learning disabilities, neurological disease, endocrine disorders, and cancer;

WHEREAS, the EPA acknowledges, along with esteemed Mt. Sinai Children's Environmental Health Center, that children, with their developing bodies and brains, are especially vulnerable to the harmful effects of lawn and garden pesticides. Children's behavior (hand to mouth interactions, proximity to the ground, walking or running through lawns instead of paved sidewalks, especially where there are none), dispose children to far more contact with lawn pesticides than adults;

WHEREAS, pesticides are harmful to pets, wildlife including threatened and endangered species, soil microbiology, plants, and natural ecosystems;

WHEREAS, the City of South Portland has five streams designated by the Maine Department of Environmental Protection (MEDEP) as "urban impaired" for failing to meet state water quality standards primarily due to adverse impacts from surrounding development. All of these streams drain to Casco Bay, which is widely recognized as a natural asset of significant ecological and economic value. The Bay faces long-term threats from stormwater runoff and the use of pesticides has the potential to exacerbate these threats;

WHEREAS, the use of hazardous pesticides is not necessary to create and maintain green lawns and landscapes given the availability of viable non-toxic alternative practices and products;

WHEREAS, people have a right not to be involuntarily exposed to pesticides in the air, water or soil that inevitably result from chemical drift and contaminated runoff;

WHEREAS, recognizing that if an emergency public health situation warrants the use of pesticides, which would otherwise not be permitted under this ordinance, the Pest Management Advisory Committee shall have the authority to grant a temporary waiver on a case-by-case basis after an evaluation of all alternative methods and materials.

WHEREAS, numerous communities and municipalities are embracing a precautionary approach to the use of toxic pesticides in order to adequately protect people and the environment from pesticides' harmful effects.

Definitions

The following words, terms and phrases, when used in this ordinance, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Commercial Agriculture: involves the production of crops for sale, crops intended for widespread distribution to wholesalers or retail outlets and any non-food crops.

Golf course: an area of land laid out for golf with a series of 9, 18 or more holes. Mini-golf courses are not considered golf courses.

Inert ingredient: Any substance (or group of structurally similar substances if designated by the Environmental Protection Agency), other than an active ingredient, which is intentionally included in a pesticide product, except as provided by EPA 40 CFR §174.3.

Invasive Species: An invasive plant is defined as a plant that is not native to a particular ecosystem, whose introduction does or is likely to cause economic or environmental harm or harm to human health. For purposes of this ordinance, invasive species include those listed by the Maine Bureau of Agriculture, Conservation and Forestry as currently invasive, potentially or probably invasive, and highly likely but not currently invasive.

Natural, organic or "Non-synthetic": A substance that is derived from mineral, plant, or animal matter and does not undergo a synthetic process as defined in section 6502(21) of the Organic Foods Production Act (7 U.S.C. 6502(21)).

Organic pest management: An extension of the principles and practices of organic agriculture to the care of turf and landscape.

Pests: are considered undesirable terrestrial or aquatic plants, insects, fungi, bacteria, viruses, nematodes, rodents, birds, animals, or other micro-organisms (except viruses, bacteria or other micro-organisms on or in living

persons or other living animals) declared to be a pest under federal or state laws.

Pesticide: Any substance or mixture of substances intended for preventing, destroying, repelling or mitigating any pest; any substance or mixture of substances intended for use as a plant regulator, defoliant or desiccant. It does not include multicellular biological controls such as mites, nematodes, parasitic wasps, snails or other biological agents not regulated as pesticides by the U.S. Environmental Protection Agency. Herbicides, fungicides, insecticides and rodenticides are considered pesticides.

Pest Management Advisory Committee (PMAC): shall act in an advisory capacity to develop and oversee the ordinance, and advise the City Manager or his/her designee of any problems encountered or amendments required to achieve the full and successful implementation of this article including granting waivers.

Synthetic: a substance that is formulated or manufactured by a chemical process or by a process that chemically changes a substance extracted from naturally occurring sources, except that such term shall not apply to substances created by naturally occurring biological processes.

Provisions

The following provisions shall be applicable to all turf, landscape and outdoor pest management activities conducted within the City of South Portland, on both public and private land.

(a) *Permitted:*

Use or application of natural, organic land care protocols.

All pest control products that can be used on Maine Organic Farmers and Gardeners Association Certified Farms, and/or products certified by the Organic Materials Review Institute and/or the Washington State Dept. of Agriculture and/or permitted by the USDA National Organic Program.

(b) *Prohibited:*

Use or application of synthetic pesticides on City-owned and private property, other than pesticides classified by the US Environmental Protection Agency as exempt materials under 40 CFR 152.25, and those products permitted by the Organic Materials Review Institute and/or the Washington State Dept. of Agriculture.

Exemptions

The following applications are exempt from the provisions of this ordinance:

- a. Commercial agriculture;
- b. Pet supplies such as shampoos and tick and flea treatments;
- c. Disinfectants, germicides, bactericides, and virucides;
- d. Insect repellents;
- e. Rat and rodent control supplies;
- f. Swimming pool supplies;
- g. Aerosol products;
- h. General use paints, stains and wood preservatives and sealants.

Prohibited pesticides may also be applied for the following purposes:

1. **Health and Safety** – Pesticides can be used to control plants that are poisonous to the touch, such as poison ivy; insects that bite, sting, are venomous or are disease carrying, like mosquitoes; and animals or insects that may cause damage to a structure, such as carpenter ants or termites.
2. **Golf course playing surfaces** – including tees, fairways, greens and roughs are conditionally exempt from this ordinance if the owner or operator of the golf course submits and makes public an annual management plan. The plan shall include: a map or plan of the golf course showing all application areas, all measures taken to minimize use of synthetic pesticides on playing surfaces and their exposure to humans and waterways to date, and how the use of pesticide ingredients will be minimized in the next calendar year. These plans must be made public by posting on the golf course's website and a copy provided to the Pest Management Advisory Committee. Non-playing areas associated with golf courses such as lawns, driveways, paths, patios, trees, shrubs, ornamental plantings and gardens are not exempt from this ordinance.

Waivers

In cases that threaten the public health and safety by creating a hazardous situation, and for the control of invasive species that pose a threat to the environment, individuals and/or companies may apply for a waiver from the provisions of this ordinance.

A waiver application is a public record, stating the proposed location(s) and timing(s) of use, substance(s) and amounts to be applied, the date(s) of application, and the reason for requesting use of a synthetic pesticide. The Pest Management Advisory Committee shall decide whether to issue a waiver, and for what duration.

The Pest Management Advisory Committee must find all three (3) of the following conditions to exist in order to approve a waiver for the application of a prohibited pesticide:

- (1) That natural and organic methods have proven unsuccessful;
- (2) The application of pesticides will not occur within two hundred and fifty (250) feet of a tributary, creek, stream, river, lake, or drainage ditch;
- (3) That the granting of the waiver will not result in material damage to other properties in the vicinity, nor be detrimental to the public health, safety or welfare;

Public Notifications and Signs

If prohibited pesticides are applied through an exemption or waiver, the following posting requirements are to be followed. These requirements are in addition to licensed applicators complying with the Maine Board of Pesticide Control rules regarding public notification:

1. Whenever pesticides are to be applied to any land subject to this ordinance, the responsible individuals and/or companies shall post warning signs that meet the requirements of this ordinance. These signs must be posted before application activities commence and left in place for at least 48 hours after actual application or until expiration of the restricted entry interval or reentry time indicated by the pesticide label, whichever is longer.
2. All signs shall be at least five inches high and four inches wide in size. Signs shall be attached to the upper portion of a dowel or other supporting device so that the bottom of the sign is not less than 12" and the top of the sign is not more than 48" above the ground. The signs shall be of rigid, weather resistant material substantial enough to be easily read for at least 48 hours when placed outdoors.
3. All notification signs must be light colored (white, beige, yellow or pink) with dark, bold letters (black, blue or green). They shall have lettering that is conspicuous and clearly legible.
4. The sign must bear the following state requirements:
 - a. The word "CAUTION" in 72 point type;
 - b. The words "PESTICIDE APPLICATION" in 30 point type or larger;
 - c. The Maine Board of Pesticides Control designated symbol;
 - d. Any reentry precautions from the pesticide labeling;
 - e. The name and telephone number of the entity making the pesticide application;
 - f. The date and time of the application;

- g. A date and/or time to remove the sign.
5. All notification signs shall state the chemical and trade name of the pesticide, the date to be applied, the length of time to remain off the treated area as indicated by the pesticide label, and a phone number of the responsible party for more information.

Reporting

In addition to complying with the Maine Board of Pesticide Control rules regarding record keeping and reporting requirements outlined in Chapter 50, all licensed applicators are required to submit to the City of South Portland an annual summary report. The report shall contain the following information for EACH application in the City of South Portland: date of application, street address, site and size of area treated, quantity and type of synthetic pesticide and diluents applied, EPA#, application method, total undiluted pesticide, and an explanation of any differences in pesticide use or quantity used from the previous annual report submitted.

Reports shall be submitted to the City Clerk's office by December 31 of each year.

Phase In

Phase One: Effective (Date - 1yr) Prohibits the use or application of pesticides on City-owned property, other than pesticides classified by the US Environmental Protection Agency as exempt materials under 40 CFR 152.25, and those products permitted by the Organic Materials Review Institute.

Phase Two: Effective (Date - 2yrs) Prohibits the use or application of pesticides on private property. It shall be illegal to apply pesticides on private property in the City, whether by the property owner or a tenant, service provider, or other agent. other than pesticides classified by the US Environmental Protection Agency as exempt materials under 40 CFR 152.25, and those products permitted by the Organic Materials Review Institute.

Phase Three: Effective (Date - 3yrs) Conduct an evaluation of this ordinance including a review of pilot project results and reporting data, and provide recommendations for any revisions deemed appropriate.

Outreach and Education

The City Manager or his/her designee shall publish notice of this ordinance and shall provide periodic notice to identified retailers and lawn, garden, and tree-care providers serving South Portland and to churches, schools, and other institutions in the City, upon adoption of this ordinance.

The Pest Management Advisory Committee shall prepare and publish materials designed to educate the community about the role of pesticides in our local environment and the benefits of organic pest management. This outreach should include:

- A. A community-based social marketing (CBSM) campaign targeting City households
- B. Distribution of information and news about City practices through South Portland internet and web-based resources
- C. SPC-TV public service announcements
- D. News releases and news events
- E. Tax and water bill inserts
- F. Posters and brochures made available at City events and applicable locations that serve the public
- G. Workshops, trainings, and demonstration projects
- H. Targeted outreach to schools
- I. Any additional methods deemed appropriate

The Pest Management Advisory Committee shall also develop a program to work directly with retailers who sell synthetic pesticides in the City of South Portland to:

- A. Provide educational training for all retail store employees who recommend and sell pesticides for use in the home and garden highlighting
 - (a) federal, state, and local pesticide regulations
 - (b) principles of organic pest management
 - (c) pesticide toxicity & health and environmental concerns
 - (d) proper pesticide display and storage
 - (e) the role of personal protective equipment, pesticide poisoning symptoms, and emergency procedures in case of spills
- B. Implement a toolkit consisting of educational materials and signage (i.e. posters, signs, stickers) that can be customized, printed, and placed in stores to help consumers understand the pesticide ordinance and alternatives to prohibited products/synthetic pesticides.

There are a variety of options for different levels of professional and municipal employee education and training based on the Northeast Organic Farming Association's (NOFA) *Standards for Organic Land Care*, which extends the principles of organic agriculture to land care practices:

- A. Accreditation through a three- to five-day course
- B. Certificate course online
- C. Trainings & webinars targeting organic management of turf and lawn

Authority

The South Portland City Manager or his/her designee shall oversee the implementation of the synthetic pesticide ordinance. A Pest Management Advisory Committee shall be created to act in an advisory capacity to oversee the ordinance through

- (1) Advising the City Manager or his/her designee of any problems encountered or amendments required to achieve the full and successful implementation of this ordinance.
- (2) Reviewing and granting waivers when applicable.
- (3) Developing and implementing outreach and education as specified in the ordinance.
- (4) Reviewing annual data and issuing a summary report annually.
- (5) Additional responsibilities as deemed necessary by the City.

The Pest Management Advisory Committee will seek the participation, advice and counsel of experts in the fields of organic turf and landscape management, maintenance of trees and shrubs, and organic pest protocol. Broad community participation, from parents, schools, advocates, and local arboriculture and landscaping businesses, will be encouraged. The committee will work closely with the City's Sustainability Office to develop and implement outreach and education.

The Pest Management Advisory Committee shall include:

1. City Stormwater Coordinator
2. City Parks & Recreation Superintendent or his/her designee
3. Two Maine Board of Pesticide Control-licensed landscape professionals; at least one having experience in organic land care management; appointed by the City Manager or his/her designee.
4. Two resident or taxpayer representatives, at-large; appointed by the City Council.

The Pest Management Advisory Committee shall meet regularly and waivers shall be reviewed at scheduled committee meetings. Waiver applications must be submitted at least two (2) weeks before a scheduled meeting date in order to be reviewed. Minutes shall be kept of all meetings with a copy filed with the City Clerk. An annual report of the data submitted by all licensed applicators and a review of the committee's activities shall be submitted to the City Council in March of each year.

Fines and Enforcement

Any law enforcement or Code Enforcement Officer may issue a municipal complaint ticket or citation for offenses of this section.

- A. A first offense of any provision of this ordinance shall warrant a letter of warning.
- B. A second offense shall be punishable by a fine of two hundred dollars (\$200.00).
- C. The third offense shall be punishable by a fine of five hundred dollars (\$500.00).

- D. Any subsequent offense shall be punishable by a fine of one thousand dollars (\$1,000).