

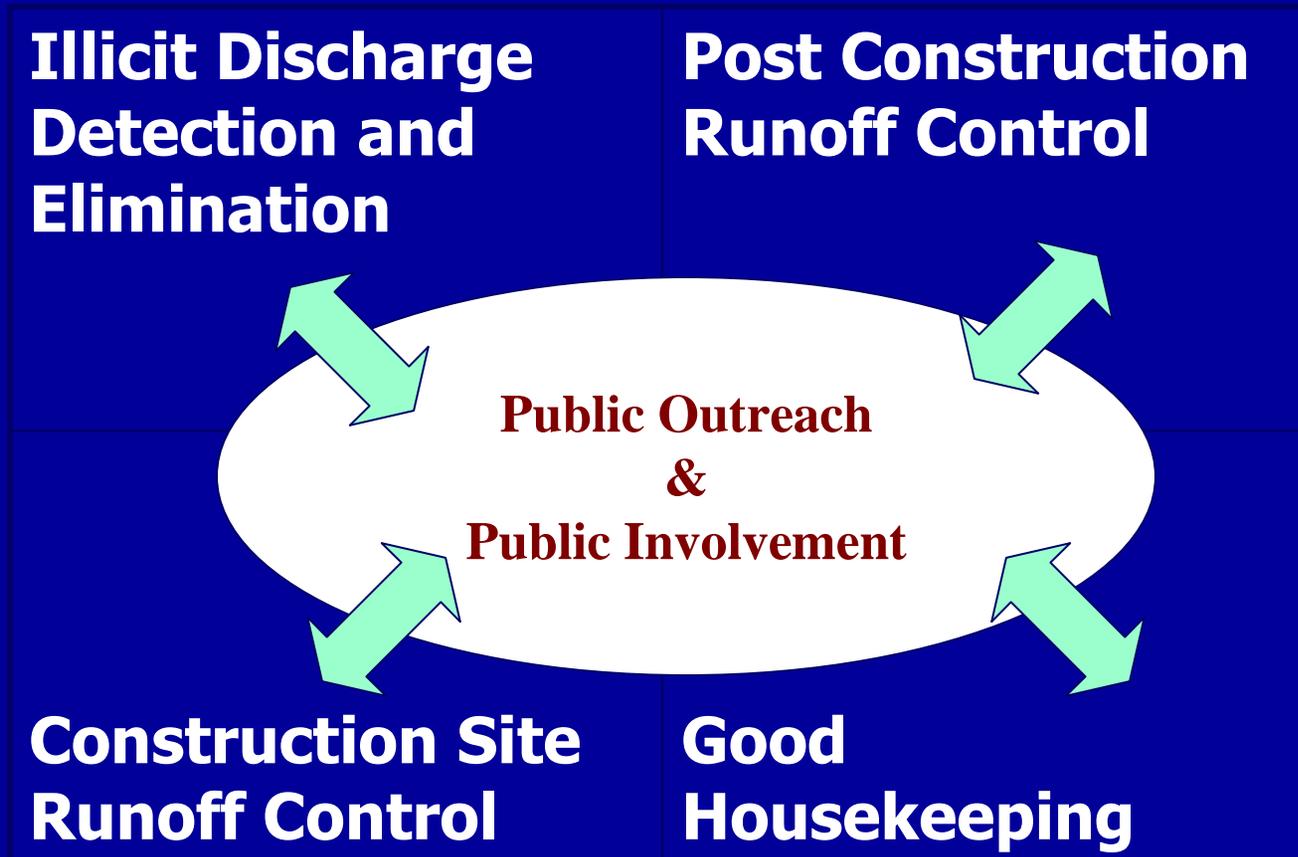
# Getting in Step:

Using Outreach and Public Involvement to Meet your Stormwater Phase II Goals

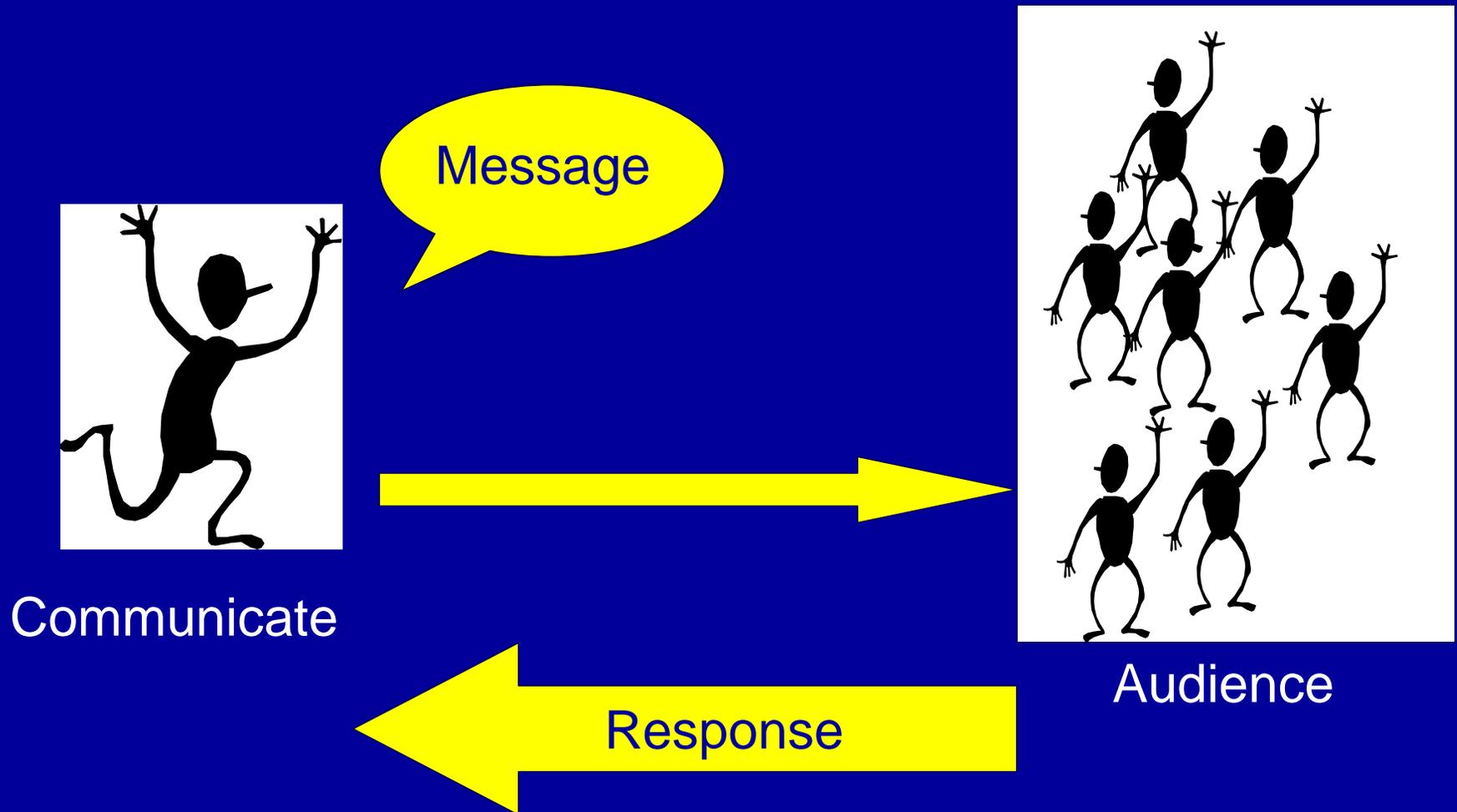


Charlie MacPherson, Tetra Tech, Inc.  
Ansu John, Tetra Tech, Inc.  
Brant Keller, City of Griffin, Georgia

# Stormwater Phase II Final Rule



# What Is Outreach?

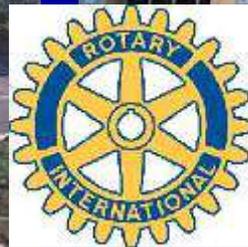
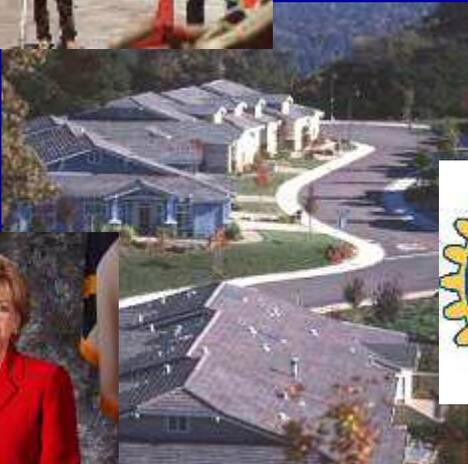


# Outreach Building Blocks

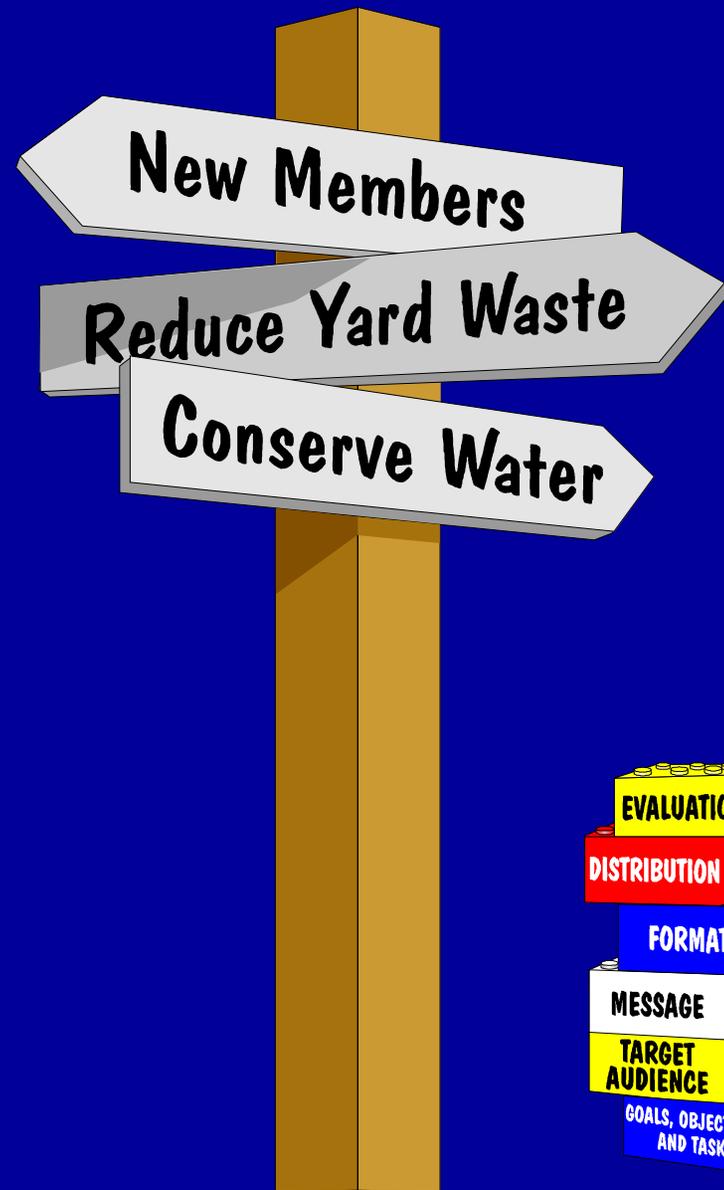




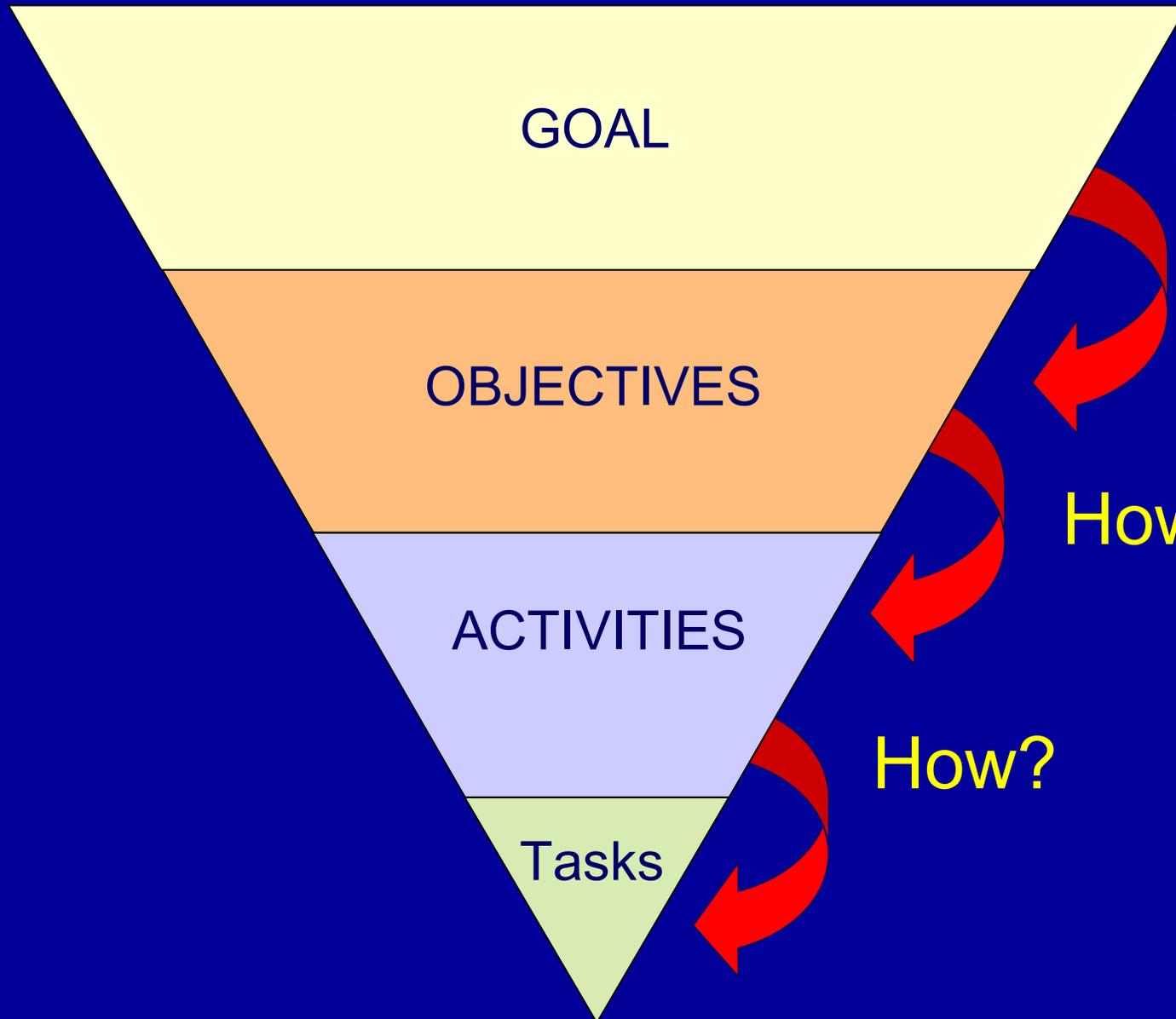
Consider who else  
can help you.



# Step 1: Driving Forces Goals and Objectives



Driving Forces



GOAL

How?

OBJECTIVES

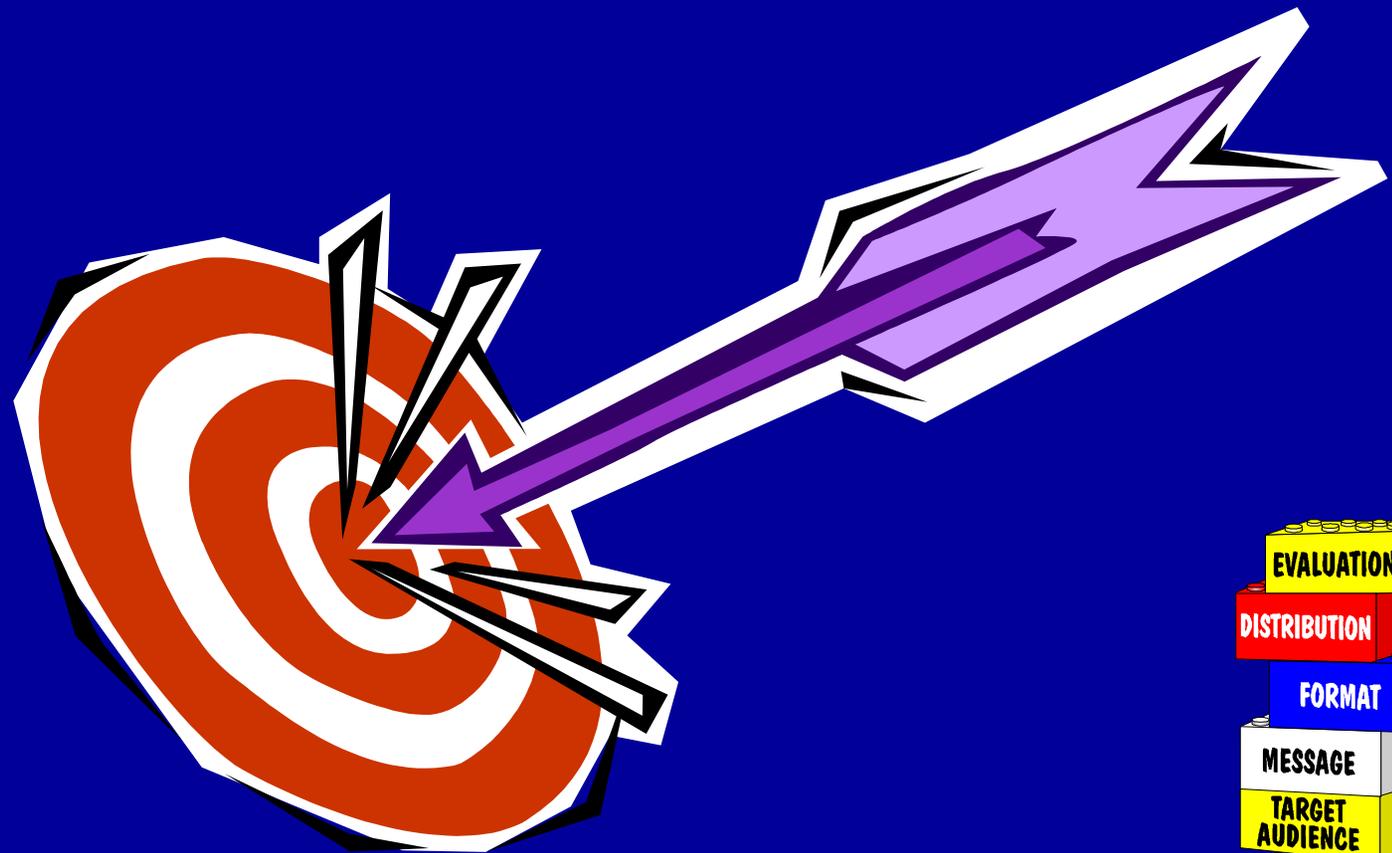
How?

ACTIVITIES

How?

Tasks

# Step 2: Target Audience



You must implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.

# Who Do We Need to Reach?







- Demographics
- Knowledge of the issues
- Communication channels
- Attitudes/perceptions

- Focus groups
- Phone interviews
- Pre/post surveys
- Public agencies
- Community leaders
- Trade associations



4. What is the most common cause of pollution of streams, rivers, and oceans? Is it...	
a. Dumping of garbage by cities	14
<b>b. Surface water running off yards, city streets, paved lots, and farm fields</b>	<b>28</b>
c. Trash washed into the ocean from beaches, or	4
d. Waste dumped by factories?	45
Don't know	9

Source: NEETF. <http://www.neetf.org/roper/roper2001-d.htm>



Do you have enough information on your audience?

Consider involving members of the target audience in the outreach effort.

# Step 3: Message

“!”



# **WE PAY YOU TO LOSE WEIGHT**

**36 People Needed Who are Serious  
About Losing Weight!**

- Eat Your Favorite Foods Every day**
- All Natural – No Drugs**
- Doctor Recommended**
- Permanent Weight Loss**

**Call MELANY (555) 266-2079**

# What is Social Marketing?

“Using marketing principles and techniques to influence a target audience to voluntarily change a behavior for the benefit of individuals, groups or society as a whole.”

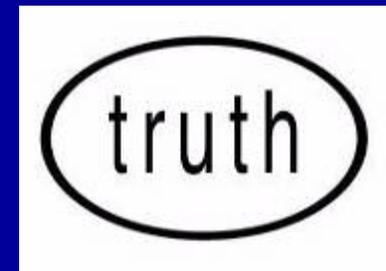
- Kotler et al, 2002

# **Why Social Marketing?**

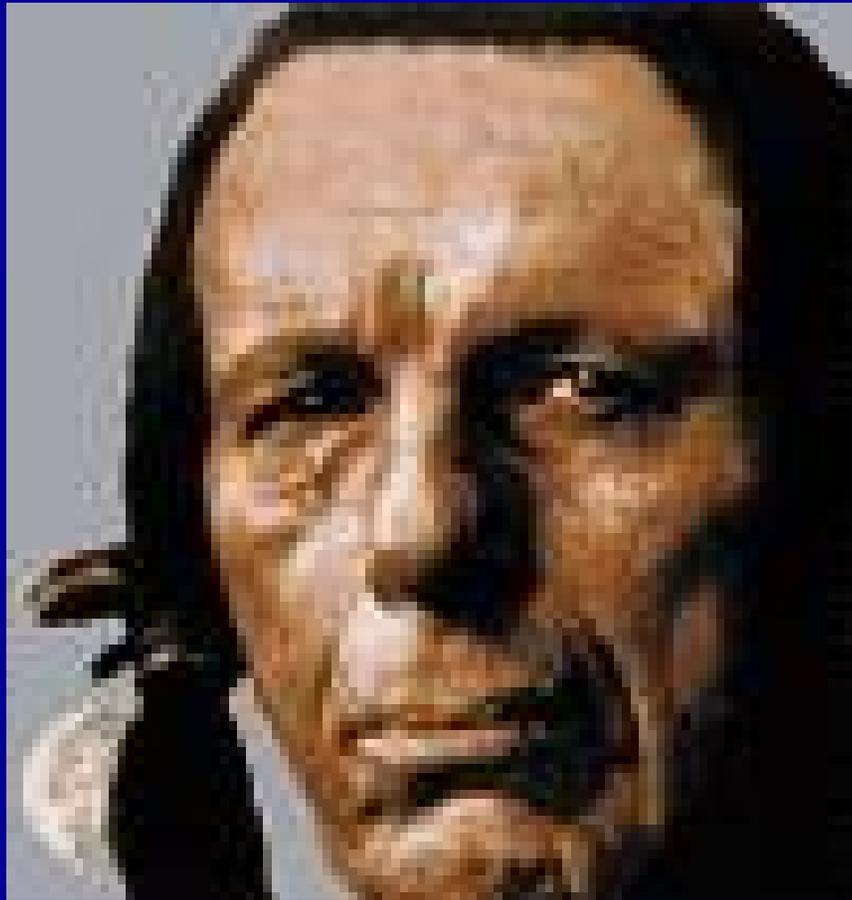
Knowledge is not enough.

# Popular Social Marketing Campaigns

- ✓ Buckle Up America
- ✓ Smokey Bear
- ✓ Truth Campaign
- ✓ National Youth Anti-Drug Campaign



Keep America Beautiful



# Thinking Like a Marketer

## Beneficial exchange

- Real Benefits

  - Save money

  - Save time

  - Protect health

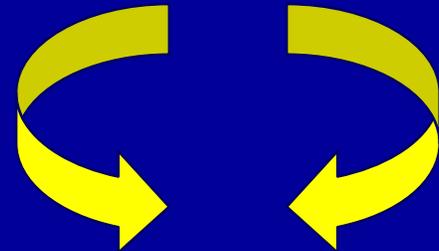
- Perceived Benefits

  - Fit in with others (It's cool)

  - People expect it

  - Everyone else is doing it

  - I'll get rewarded



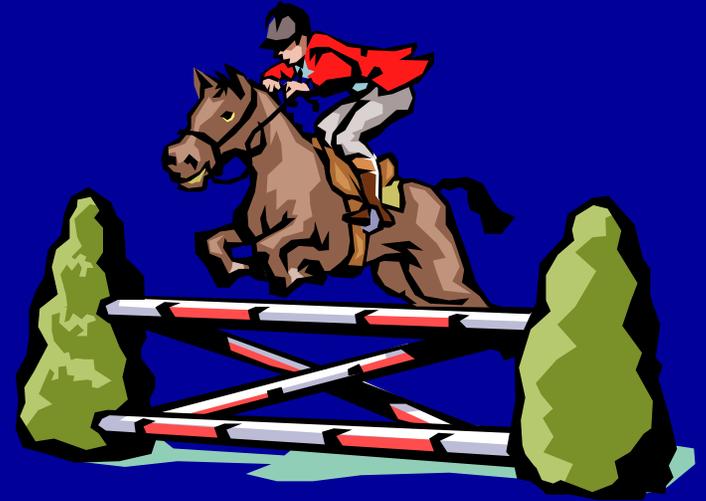
# What Barriers Prevent Behavior Change?

- Too hard to do
- Takes too long
- Added costs or no cost savings
- Don't know how to do it
- No one else is doing it
- Tried it once and it didn't work



# Overcoming Barriers

- Everyone else is doing it (or not doing it)
- We'll teach you how to do it
- Save money/get money
- It takes 5 minutes or less
- It's the cool thing to do
- You'll get a reward if you do it



## Developers

Sediment carried by stormwater runoff from construction sites in Georgia has been documented as the leading source of non-point source pollution to streams, lakes and rivers throughout Georgia. Water quality problems can be avoided if developers understand the rules of the game and are willing to follow them.

Land disturbing activities greater than 1 acre require regulation under the Georgia NPDES Stormwater Discharge Associated with Construction Activity General Permit.

### STAY OUT OF TROUBLE

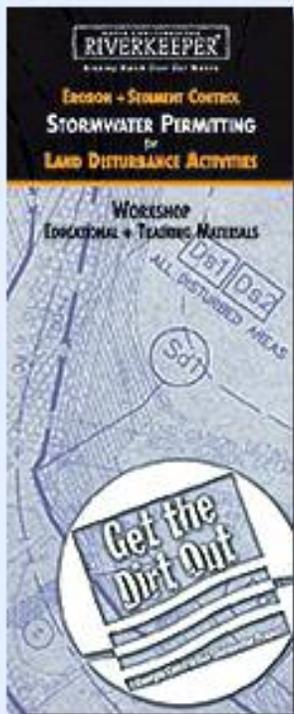
To understand the General Permit requirements, Upper Chattahoochee Riverkeeper and the Georgia Center for Law in the Public Interest have developed an Erosion and Sediment Control Stormwater Permitting Guide to Land Disturbance Activities. This "Stay Out of Trouble" guide will help you understand the requirements and help you to reduce your risk.

[Stormwater Permitting for Land Disturbance Activities](#)

To Help Keep Our Water Clean & Healthy

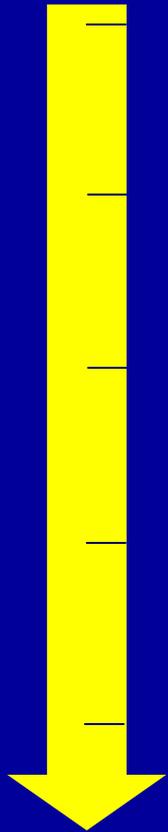


Locate Your Watershed Leader:



# Target Your Efforts

Most likely to adopt new behavior



Innovators (risk takers)

Early Adopters (decisive)

Early Majority (cautious)

Late Majority (skeptical)

Laggards (good luck)

Least likely to adopt new behavior



# Tools for Changing Behaviors

- Social norms
- Commitments
- Prompts
- Incentives
- Simple, vivid communication



# Social Norms

Behavior perceived as normal and expected



**Seat Belt Use Last Week**

**85%**

# Commitments

- Pledges (verbal or written)
- Donations (time/money)
- Sign-ups
- Petitions



# Prompts



# Incentives

- Money, money, money, money
- Free stuff
- Recognition



# Keep it simple \*\*\*\*\* , and Vivid!

- Don't litter
- Pick up after your pets
- Only rain goes in the drain
- Dirt is a 4-letter word
- 10 things you can do...



## 10 Things You Can Do to Prevent Stormwater Runoff Pollution

- Use fertilizers sparingly and sweep out of driveways, sidewalks, and roads
- Vegetate bare spots in your yard
- Compost your yard waste
- Avoid pesticides; learn about Integrated Pest Management (IPM)
- Direct downspouts away from paved surfaces
- Take your car to the car wash
- Check car for leaks, and recycle motor oil
- Never dump anything down storm drains
- Scoop your pet's poop
- Inspect and pump your septic tank regularly



For more information, visit  
[www.epa.gov/nps](http://www.epa.gov/nps) or  
[www.epa.gov/hpdes/stormwater](http://www.epa.gov/hpdes/stormwater)

**CAUTION**

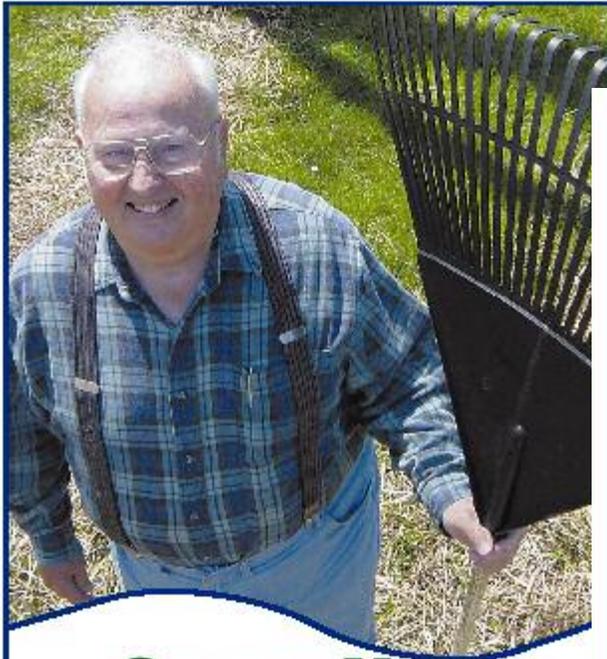
**THIS SIGN HAS  
SHARP EDGES**

**DO NOT TOUCH THE EDGES OF THIS SIGN**



**ALSO, THE BRIDGE IS OUT AHEAD**





## Cover Your Bald Spot

Does your lawn, garden, or yard have bald spots? If so, when it rains soil can wash into your lakes and streams. Soil pollution can harm fish habitat and make the water muddy.

There are three basic steps to grow in your bald spots:

- 1) *Plant* – Grass seed, wildflowers, annuals, perennials, shrubs, and trees.
- 2) *Mulch* – Bare soil and seed with grass clippings, bark, pine needles, and leaves. This reduces weeds and keeps seeds moist for germination.
- 3) *Water* – New plants or seeds frequently so they will thrive.

Ready for a rainy day?

For more stormwater pollution prevention tips contact us at:



426 Bay Street, Petoskey, MI 49770  
P: 231.347.1181  
[www.watershedcouncil.org](http://www.watershedcouncil.org)

Ad Sponsored By:



## Don't Get Hosed!

Hosing off the sidewalk and driveway may seem like the easiest way to clean it, but it is also the easiest way to wash pollutants into the lake.

Break out the broom and give it a sweep. Dirt and leaves can be swept back onto the yard. Save money on your water bill. Make a clean sweep for you and for the lake.

Ready for a rainy day?

For more stormwater pollution prevention tips contact us at:



426 Bay Street, Petoskey, MI 49770  
P: 231.347.1181  
[www.watershedcouncil.org](http://www.watershedcouncil.org)

Ad Sponsored By:



## Roll Out the Barrels

Some of the best things in life are free. Rainwater is one of them. Place a rain barrel beneath the downspout on your gutters to collect rainwater from your roof. Rainwater is naturally acidic and doesn't contain chlorine like tap water from municipal systems.

Use rainwater and you will:

- Reduce the runoff from your property and help protect water quality.
- Help your houseplants and gardens to thrive.
- Save money on your water bill.
- Have shiny hair (remember Grandma's beauty secret).

Ready for a rainy day?

For more stormwater pollution prevention tips contact us at:



426 Bay Street, Petoskey, MI 49770  
P: 231.347.1181  
[www.watershedcouncil.org](http://www.watershedcouncil.org)

Ad Sponsored By:



Sponsored by the Texas Natural Resource Conservation Commission and the U.S. Environmental Protection Agency.



**IF YOU THINK  
PICKING UP  
DOG POOP  
IS UNPLEASANT,  
TRY DRINKING IT.**

Pet waste washes into storm drains, polluting our rivers, lakes and drinking water sources. Get the scoop.

1-800-CLEAN-UP





Soluciones Fáciles para  
Mantener Limpios a Nuestros  
Riachuelos, Bahías y Mar



**Attention  
Dog Guardians**

Pick up after your  
dogs. Thank you.

**Attention Dogs**

Grrrrr, bark, woof.  
Good dog.

District of North Vancouver.

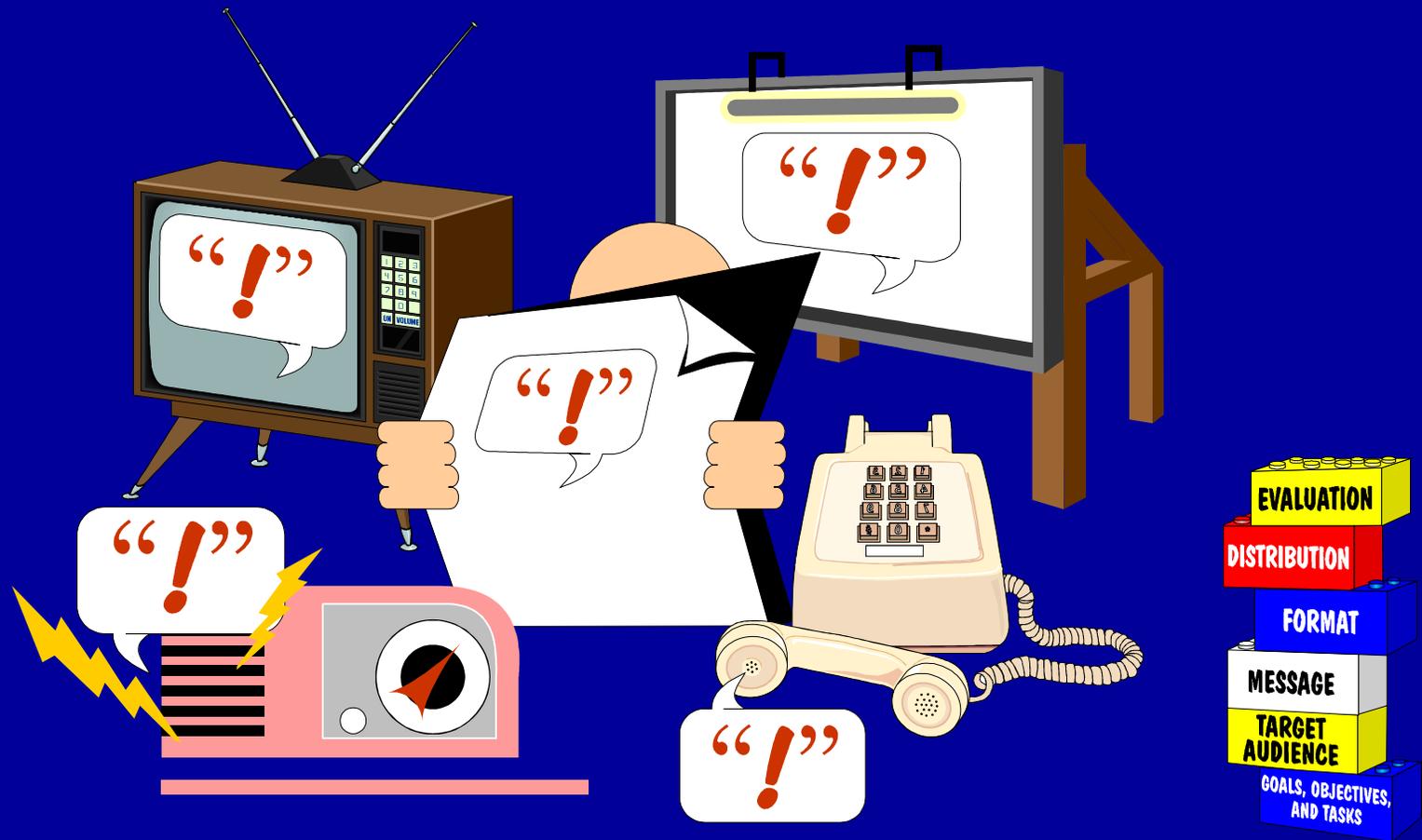
**Bylaw 5981-11(i)**



# Questions?



# Step 4: Format



# Format: Displaying the Message

**Print** (newsletters/flyers/posters/ads)

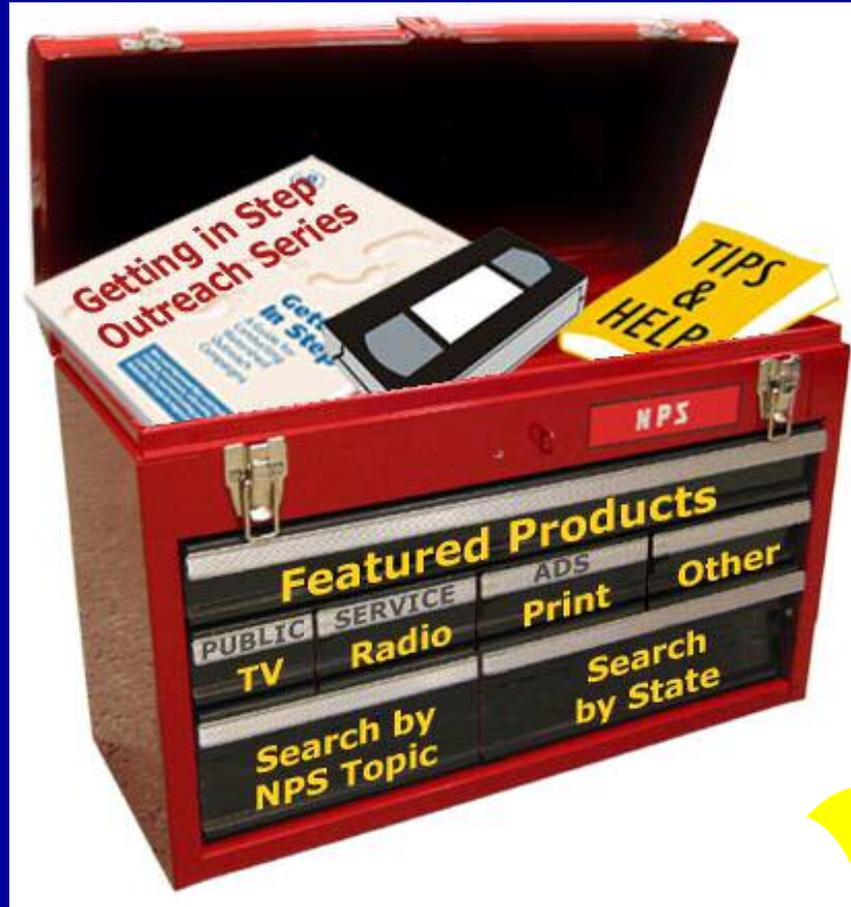
**Broadcast Media** (PSAs/news stories)

**Electronic Media** (Web sites)

**Stuff** (magnets/totebags/coupons/rainbarrels)

**Training** (mini-courses/community meetings)

**Events** (stenciling/community fairs)



[www.epa.gov/nps/toolbox/](http://www.epa.gov/nps/toolbox/)

Contact Don Wayne at [wayne.don@epa.gov](mailto:wayne.don@epa.gov)  
or (202) 566-1170

For Stormwater Outreach materials visit:

<http://cfpub.epa.gov/npdes/stormwatermonth.cfm>

# Formats

## Brochures and Fact Sheets

- Can be distributed widely
- Provide more detail on issues
- Different shapes and sizes





# Maintaining Septic Systems



Guide No. 3

what



## Why be concerned?

Septic systems are wastewater treatment systems designed to collect all wastewater from residences where sanitary sewer systems are not available. They are typically designed to be effective over a 20-year period if properly maintained.

why



Poorly maintained and failing septic systems can cause serious problems. Sewage from overloaded systems can pond on the ground near the drainfield or back up into buildings. Poorly treated septic liquids can contaminate ditches, creeks and shallow drinking water supplies. Animals and people may become ill from contact with these polluted waters.

how



## How the Septic System Works

A septic system consists of a septic tank and a drainfield (Figure 1). Wastewater flows

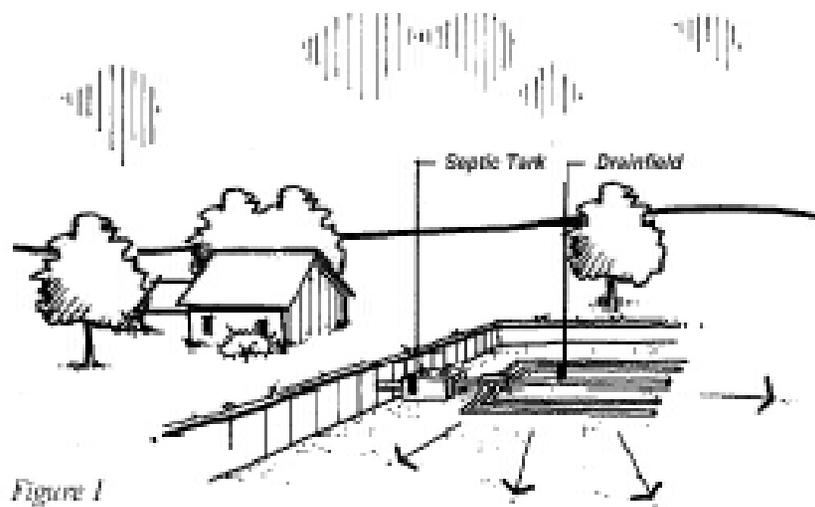


Figure 1

equally distribute the wastewater across the gravel-filled drainfield. The liquid then soaks into the soil, which acts as the final filter for treatment of wastewater received from the septic tank or from the house.

## Do's and Don'ts if You Are on a Septic System

### Do's

- Learn the location of your septic tank and drainfield. Keep a sketch of it handy with your maintenance record for service visits. Obtain a copy of your

Department, if possible.

- Connect laundry and kitchen water to the septic tank.
- Divert other sources of water, like roof drains, house footing drains and sump pumps, to lawn areas away from the septic system. Excessive water keeps the soil in the drainfield saturated and prevents adequate treatment of the waste water.
- Have your septic tank pumped out by a licensed operator every 2-3 years.
- Have the operator make sure there is a tee or baffle on the outlet of the septic tank. The baffle stops the scum

*(Continued on other side)*

## Storm Drains are for Rain...

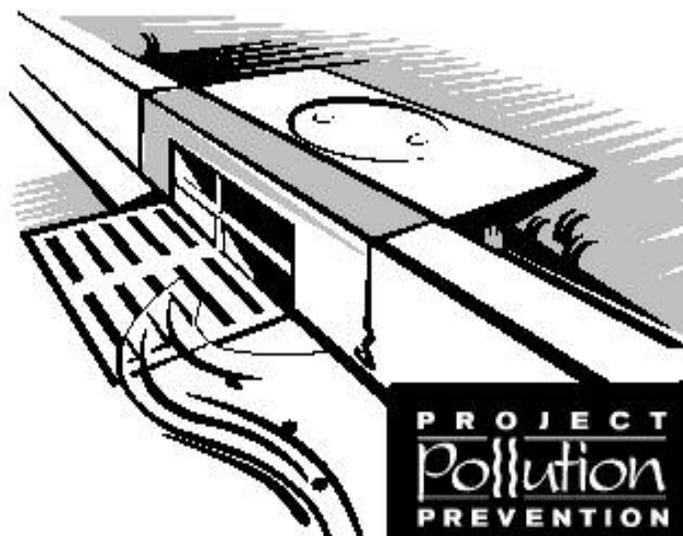
More than 150,000  
times each month,



lawns and gardens throughout LA  
County are overwatered. This can  
cause fertilizers and pesticides on  
grass and plants to flow into storm  
drains and to the ocean, untreated —  
harming the environment.

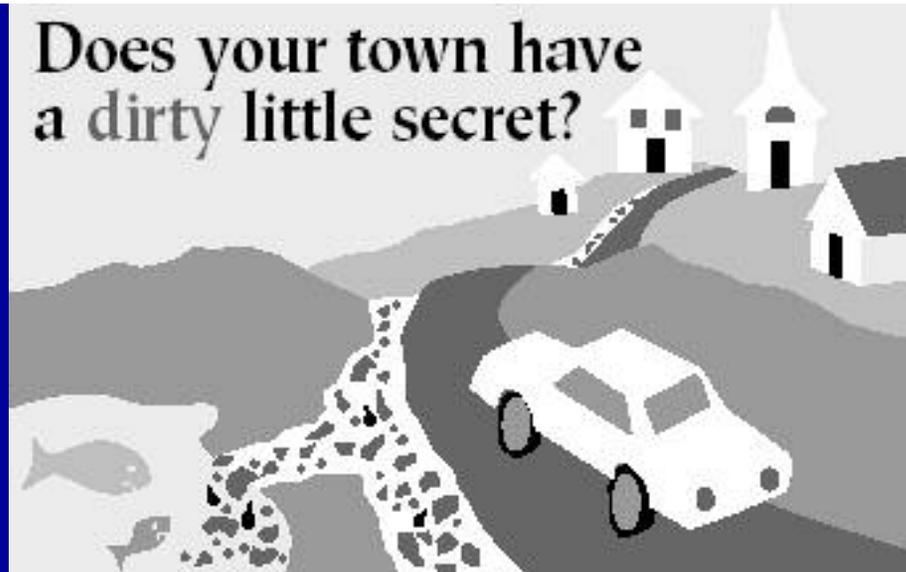
Please use fertilizers and pesticides  
wisely, not before a rain, and water  
carefully.

**...not fertilizer.**



PROJECT  
Pollution  
PREVENTION

## Does your town have a dirty little secret?



### Soil erosion could be “e-roading” your tax dollars away.

Erosion is the biggest threat to Maine's water quality. And in many towns, gravel roads are the number one cause. Erosion not only costs you, the taxpayer, money, but also causes unseen – and untold – harm to our waterways: soil hurts fishes' gills, affects water flow, and carries a lot of oil and other chemicals that contaminate the water, and lead to scummy green lakes.

So next time it rains, check out the roads in your area:

- Are they properly crowned to shed water, or does each storm leave potholes and ruts?
- Are ditches stable, or are they eroding and adding to the problem?
- Is run-off going into natural vegetated areas, or straight into lakes or wetlands?

The good news is that all these problems *can* be fixed – often at a cost that saves the taxpayers money in the long run.

If you see erosion problems on your roads and ditches, or just have questions, talk to your town officer or call us at 1-800-452-1942.



A program of the Maine Department of Environmental Protection

[www.MaineDEP.com](http://www.MaineDEP.com)

## Sacramento Stormwater Quality Partnership

*Respect, protect,  
and enjoy  
our creeks  
and rivers*



Proud sponsor of the  
Clean Water Business Partner program



**875-RAIN**

[www.SacramentoStormwater.org](http://www.SacramentoStormwater.org)

A JWC program of the County of Sacramento and  
the cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova and Sacramento

## Same Artwork ....Multiple Uses

County of Sacramento and cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento  
\$225,000 outreach budget:

- Media outreach
- School and classroom presentations
- Integrated Pest Management (IPM)
- Local business outreach
- Residential outreach
- Storm drain marking

## NO DUMPING



**Drains to  
Morrison Creek**

**Call 875-RAIN**  
to report spills & dumping

[www.SacramentoStormwater.org](http://www.SacramentoStormwater.org)

# Protect our water

Water pollution has many sources—dog waste, leaves, litter, oil, soil, and pesticides all contribute. Learn how you can help keep pollution out of our water.



A storm water expert will explain why storm water matters and invite citizens to join the fight against pollution. Free refreshments. For more information call **576-6721**.

## PUBLIC MEETING:

City of Memphis and  
Shelby County residents

**Monday, May 17**

**6:00-7:00 p.m.**

**Memphis**

**Botanic Garden**

750 Cherry Road



**Postcard**

**Utility Bill Insert**

## Help Prevent Water Pollution



Call to learn more about preventing water pollution in your neighborhood.

**YOU CAN  
MAKE A DIFFERENCE  
Call 576-6721**

# Restaurant Placemat

## Take the Stormwater Runoff Challenge

### Across:

- 1) The area of land that drains into an estuary, lake, stream, or groundwater is known as a \_\_\_\_\_.
- 4) The \_\_\_\_\_ of speeding boats can erode shorelines.
- 5) Maintaining your \_\_\_\_\_ tank will help to prevent bacteria and nutrients from leaking into groundwater and surface waters.
- 7) Wetland plants act like a natural water \_\_\_\_\_, removing harmful pollutants from stormwater runoff.
- 8) Leave your grass clippings on your \_\_\_\_\_ to reduce the need for commercial fertilizers.
- 9) A single quart of motor \_\_\_\_\_, if disposed of improperly, can pollute 2 million gallons of water.
- 10) Fertilizers and animal wastes contain \_\_\_\_\_ that "feed" algae and other aquatic plants harmful to water quality.
- 12) Polluted runoff from both rural and \_\_\_\_\_ sources has a significant impact on water quality.
- 16) Storm \_\_\_\_\_ don't always connect to sewage treatment plants, so runoff can flow directly to rivers, lakes, and coastal waters.
- 18) Follow directions carefully when applying \_\_\_\_\_ on your lawn—more isn't always better.
- 19) Polluted runoff (also called \_\_\_\_\_ source pollution) comes from so many places that it's hard to "pinpoint" a source.
- 20) Yard and vegetable food waste are suitable additions to a \_\_\_\_\_ pile.

### Down:

- 2) Don't dump used motor oil into storm drains. \_\_\_\_\_ it!
- 3) \_\_\_\_\_ of soil from barren land can cloud nearby streams.
- 4) \_\_\_\_\_ prevent flooding, improve water quality, and provide habitat for waterfowl, fish, and wildlife.
- 5) Marking "Do Not Dump, Drains to Bay" on a \_\_\_\_\_ is one way to educate people about polluted runoff.
- 6) Excess sediment, nutrients, toxics, and pathogens are all types of runoff.
- 11) Polluted \_\_\_\_\_ is the nation's #1 water quality problem.
- 13) The cattail is one wetland \_\_\_\_\_ that helps purify polluted runoff.
- 14) Too much \_\_\_\_\_ in water can harm aquatic life.
- 15) Proper crop and animal management on \_\_\_\_\_ helps to control water pollution.
- 17) \_\_\_\_\_ impact development helps control stormwater pollution through conservation approaches and techniques.

### Choices:

compost	nonpoint	sediment
drains	nutrients	septic
erosion	oil	storm drain
farms	plant	urban
fertilizer	pollution	wakes
filter	recycle	watershed
ban	runoff	wetlands
low		



For more information, please visit EPA's  
Polluted Runoff web site at [www.epa.gov/nps](http://www.epa.gov/nps)

Printed with 50% recycled paper.



# Posters for Businesses

## Automotive Salvage Yards BEST MANAGEMENT PRACTICES



Drain all fluids from vehicles when they arrive and store them separately.  
Al recibir los vehículos, drenarlos de todos los líquidos y almacenarlos separadamente.



Use designated wash areas for cleaning automobile parts.  
Use las áreas designadas de lavado para limpiar las partes de automóviles.



Cover and berm auto dismantling and material storage areas.  
Cubra y haga un arcon en las áreas de desmantelar automóviles y de almacenamiento de materiales.

### How to Prevent Stormwater Pollution at an Automobile Salvage Yard



Properly dispose of hazardous waste.  
Destárgase apropiadamente de los desperdicios peligrosos.



Immediately clean up spills using dry methods.  
Limpie cualquier reguero inmediatamente con materiales secos.

## Land and Air Transportation Facility BEST MANAGEMENT PRACTICES

### How to Prevent Stormwater Pollution at a Land or Air Transportation Facility



Place drip pans under vehicles waiting for maintenance.  
Coloque ellas para recoger goteras debajo de los vehículos que están esperando mantenimiento.



Clean parts and equipment only in designated wash areas.  
Limpie partes y equipo solamente en las áreas designadas de lavado.



Recycle fluids and properly dispose of waste.  
Recicle líquidos y destárgase de desperdicios apropiadamente.



Maintain a clean facility by sweeping and cleaning up spills and leaks.  
Mantenga el local limpio: barra y limpie goteras y regueros.

# Objects of Everyday Utility

## Stuff:

- Magnets
- Stickers
- Water bottles
- Drink cozies
- Mouse pads
- Storm drain markers



# Calendars

**April**  
1997

**How's the Fishing?** **Credit: Thanks to Good Stewards!**  
 Clearly, when you think of watching for favorite fishing haunts in Chester County, Pennsylvania, tall water for polluted and habitat damage, Duke Greene had a hand. He and three friends formed the Valley Forge Chapter of Trout Unlimited. Armed with the most fish-rich, high-quality water, and the knowledge they gained from local anglers, the group began work.

They established existing stream quality and restored the stream to natural levels and continue where fish, snail, trout, and brook. They work involved in the return of wild trout and good fishing to West Valley Creek. As they worked, the group began to see beyond the stream to what was happening throughout the watershed. In one case, they followed construction plans for a road near to a creek to make sure the stream would be protected.

**How can you take action to protect clean water in your own area? What kinds of things can you do?**

- Collect and test water samples as part of a volunteer monitoring group.
- Take part in a stream or beach cleanup.
- Sponsor a Saturday painting day with a local nature club organization.
- Join a watershed group and take an active role in making decisions about local water.
- Promote the protection of streams, lakes, and wetlands in your community.
- Get involved in a town clean-up program to educate people about the dangers of dumping contaminants into storm drains.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

# Public Meetings (Call them community forums)



# Fairs...



# Clean ups

# Volunteer monitoring



# Stormdrain Stenciling



# Give Awards...

**WHATCOM WATERSHEDS PLEDGE**

[Pledge Home](#)

[Residents](#) [Businesses](#) [Boats](#)  
[Farms](#)

[WA Dept. of Ecology](#)

[Pledge Businesses](#)

[Business Checklist](#)

[P2 Manual](#)

[Newsletters](#)

[Links](#)

## The Business Pledge

The Whatcom Watersheds Business Pledge helps Whatcom County businesses prevent pollution to their watersheds. [\(click here to see our brochure-534kb\)](#). Businesses that adopt some of the pollution prevention practices we recommend receive an attractive pledge plaque to display in their store or office, recognition in local publications and access to additional incentives.

# The Media

## News Media

Radio

Newspaper

Television

Magazines

## Electronic media

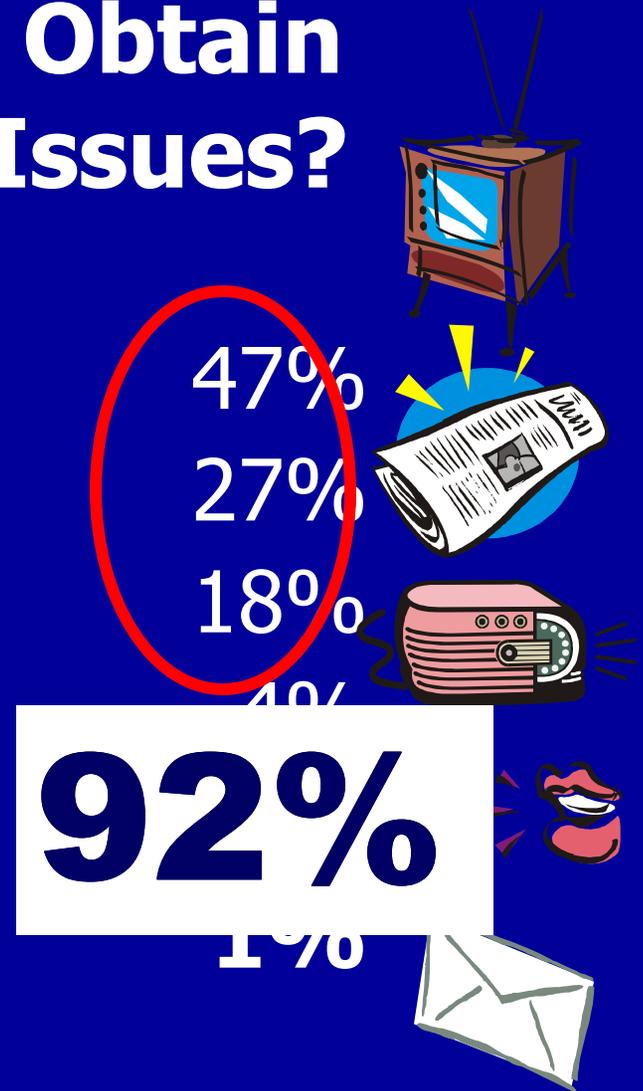
Listservers

Web sites

CD-ROMs

# Where Does the Public Obtain Information on Water Issues?

- Local television news
- Local newspapers
- Radio news programs
- Friends, family, neighbors
- Environmental mailings
- Community leaders



*Source: Lake Research Inc; for the Upper Mississippi Basin*

# Tips for working with reporters

- Establish a relationship beforehand
- Return calls, respect deadlines
- Be open and accessible
- Provide appropriate background info
- Be proactive rather than reactive
- Provide feedback on coverage

# Partnering with local TV stations to add content to 'Weather PLUS' broadcasts

The screenshot shows the WCNC.com WaterWise website. At the top left is the WCNC.com logo with the NBC peacock and the text 'CAROLINAS' NEWS CHANNEL'. To its right is the 'WATERWise' logo in a stylized font, followed by four headshots of news anchors. Further right is the 'NEWS Weather PLUS' logo. Below these logos is a navigation bar with links: 'BOOKMARK THIS SITE | PRINT THIS PAGE | ABOUT THIS SITE | PARTNERS | FEEDBACK'. Below that is another navigation bar with the 'ENVIROCAST' logo and links: '| Home | Our Watersheds | Learning Center | Resources | Media | Environmental News |'. The main content area is divided into several sections. On the left, there is a 'KID'S CENTER' with a cartoon frog character and a 'LEARNING CENTER' with a map of watersheds. The central part features a large circular image of a dam with a magnifying glass effect, and a list of links: 'Find Your Watershed', 'News & Features', 'Watershed Watch', 'Learning Center', 'Special Features', and 'About this Site'. On the right, there are two news feature boxes: 'ONEWS NEWS FEATURES' with a photo of a road and the text 'WaterWise: Preparing for hurricanes', and 'FLY THE WATERSHED' with a map of Charlotte-Mecklenburg Local Watersheds and the text 'Fly the Catawba River Watershed'. At the bottom right, there is an 'ENVIRONMENTAL NEWS' section with a small globe icon. A yellow mouse cursor is visible on the right side of the page.

**WCNC.com**  
CAROLINAS' NEWS CHANNEL

**WATERWise**

**NEWS Weather PLUS**

BOOKMARK THIS SITE | PRINT THIS PAGE | ABOUT THIS SITE | PARTNERS | FEEDBACK

**ENVIROCAST**

| Home | Our Watersheds | Learning Center | Resources | Media | Environmental News |

**KID'S CENTER**

**LEARNING CENTER**

**Charlotte-Mecklenburg**

Find Your Watershed  
News & Features  
Watershed Watch  
Learning Center  
Special Features  
About this Site

**ONEWS NEWS FEATURES**

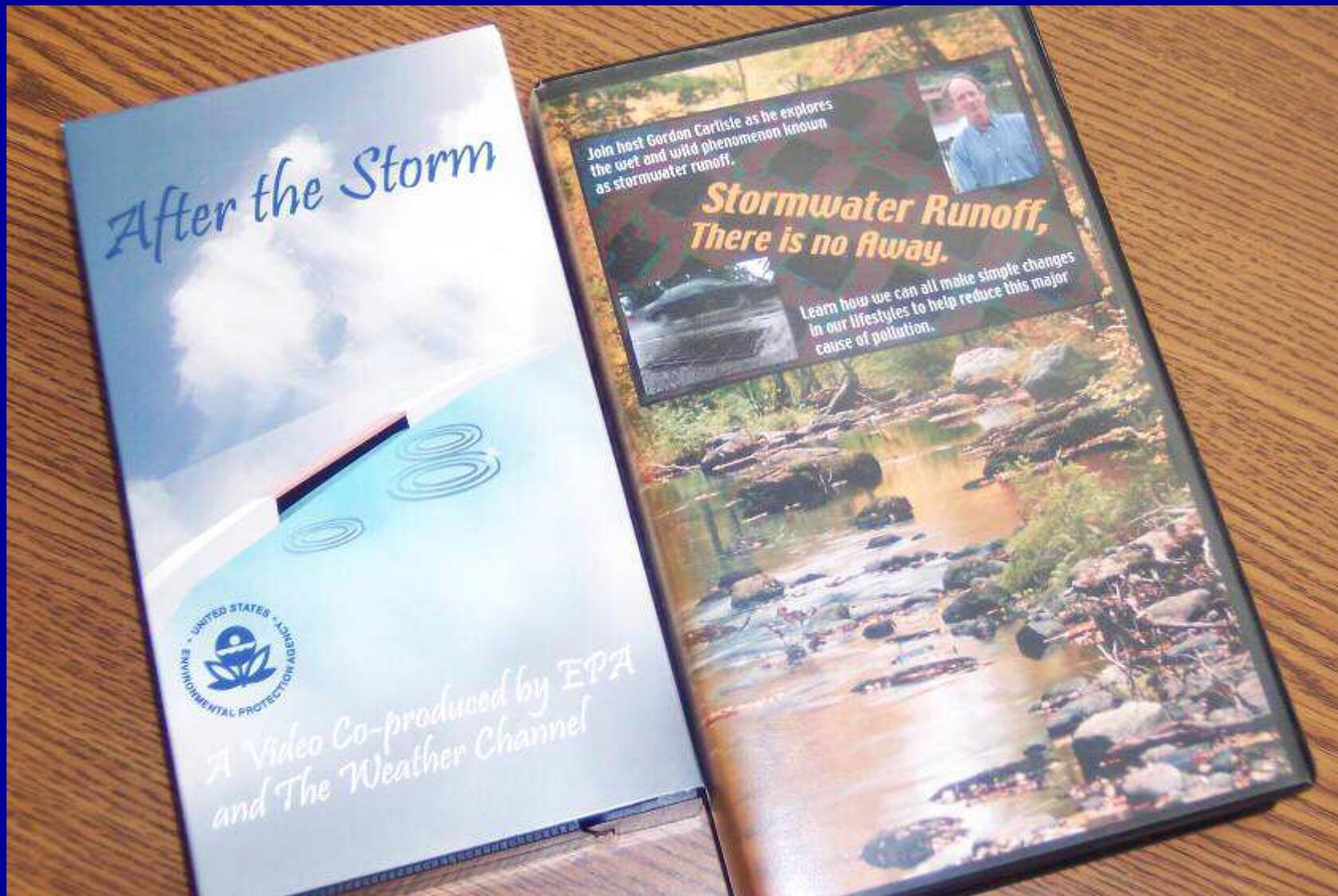
**FLY THE WATERSHED**

**ENVIRONMENTAL NEWS**

ENVIROCAST® On-Line

Welcome to our WATER WISE website. Use the Flash

# Videos



[www.epa.gov/weatherchannel](http://www.epa.gov/weatherchannel)

# Movie Theater Slide from Santa Rosa, CA

## "Only Rain Down The Storm Drain"

Soapy runoff from washing your car can harm creek life even if biodegradable soaps are used.

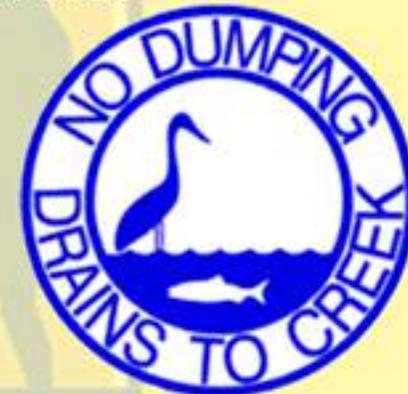


Wash your car on gravel or grass or use a commercial car wash.



City of Santa Rosa  
Public Works Department  
Phone: 543-3467

Visit our website under Storm Water



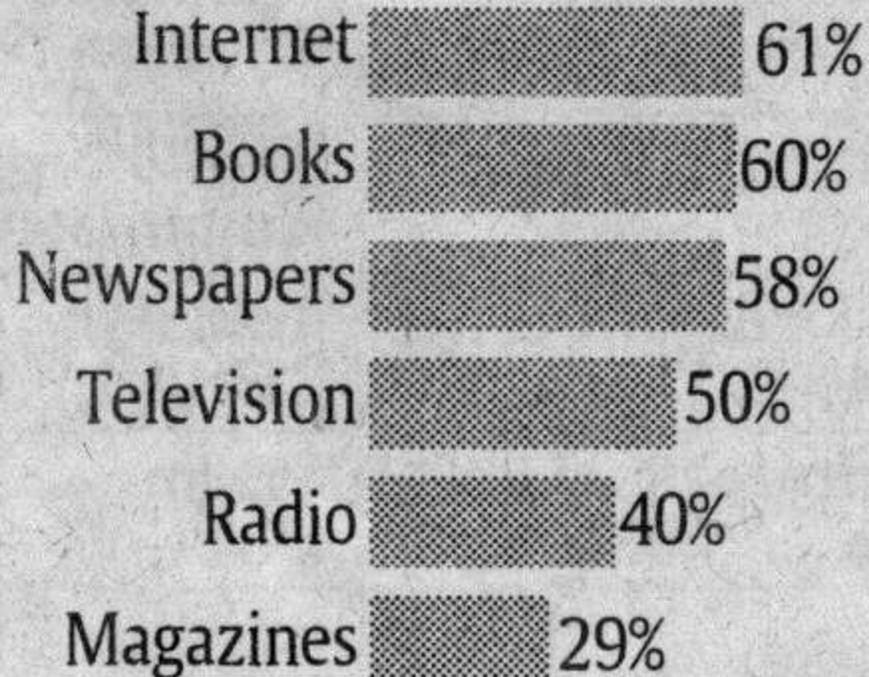
# Formats

## Web Sites

- Reach larger audiences
- Adaptable/changeable
- Beyond the 30-second spot

## Net gains credibility

The percentage of Internet users who consider these sources of information important:



Source: UCLA Internet project

In 2002, 61 percent of all users considered the Internet to be a very important or extremely important source of information.

Add those who said the Internet is a moderately important source of information, and the total increases to 91 percent.

*Source: UCLA World Internet Project, [www.ccp.ucla.edu](http://www.ccp.ucla.edu)*

By Suzy Parker, USA TODAY



Charlotte-Mecklenburg  
Storm Water Services  
704-336-RAIN

- About Us
- CMSWS or Water Co.
- Easements
- Flood Safety
- Floodplain Permits
- Forms
- Lakes
- Pollution Prevention
- Service Requests
- Volunteer

Departments / Storm Water

**Charlotte-Mecklenburg Storm Water Services works to:**

- Control storm water runoff
- Prevent or reduce flood risks
- Restore the natural and beneficial functions of the floodplain
- Protect the quality of water in our creeks and lakes
- Maintain storm drainage systems



[Why is there a storm water fee?](#)

[Drainage and flooding problems](#)

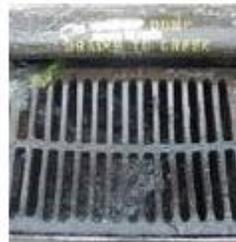
[Report pollution in a creek or lake](#)

[What not to put in a storm drain](#)

[Is my property in a flood zone?](#)

[Storm water projects](#)

[Get involved!](#)



- [View Text-Only](#)
- [Print This Page](#)
- [Events Calendar](#)
- [311 Web Requests](#)
- [Maps/GIS Locator](#)
- [Notify Me](#)
- [Site Help](#)

[Proposed Changes to Floodplain Ordinance](#)

[Floodplain Mailer](#)

[Developers, Contractors, Engineers & Regulators](#)

[Sediment and Erosion Control](#)

[Educational Resources](#)

**Send Feedback**

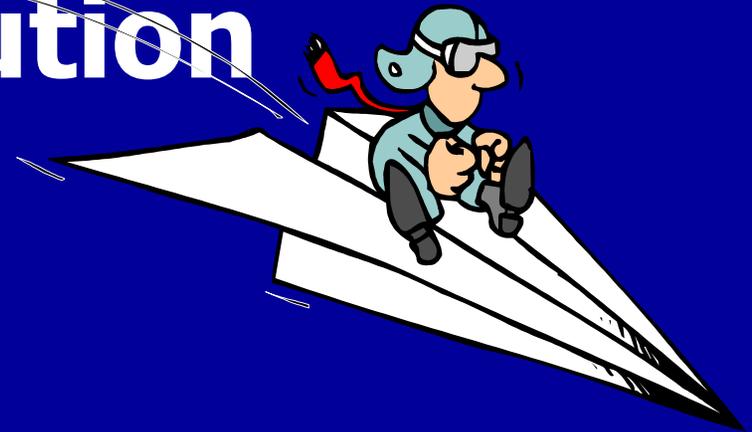
Include email for reply

Send



# Step 5: Distribution

- How will you distribute your materials?
- Who will distribute the message?



# Distribution

## Delivering the message . . .

Mail

Phone

Door-to-door

Events

Presentations

Piggybacking

Media

Stakeholder-stakeholder

Conferences/workshops

Targeted businesses

**Who is your messenger?**

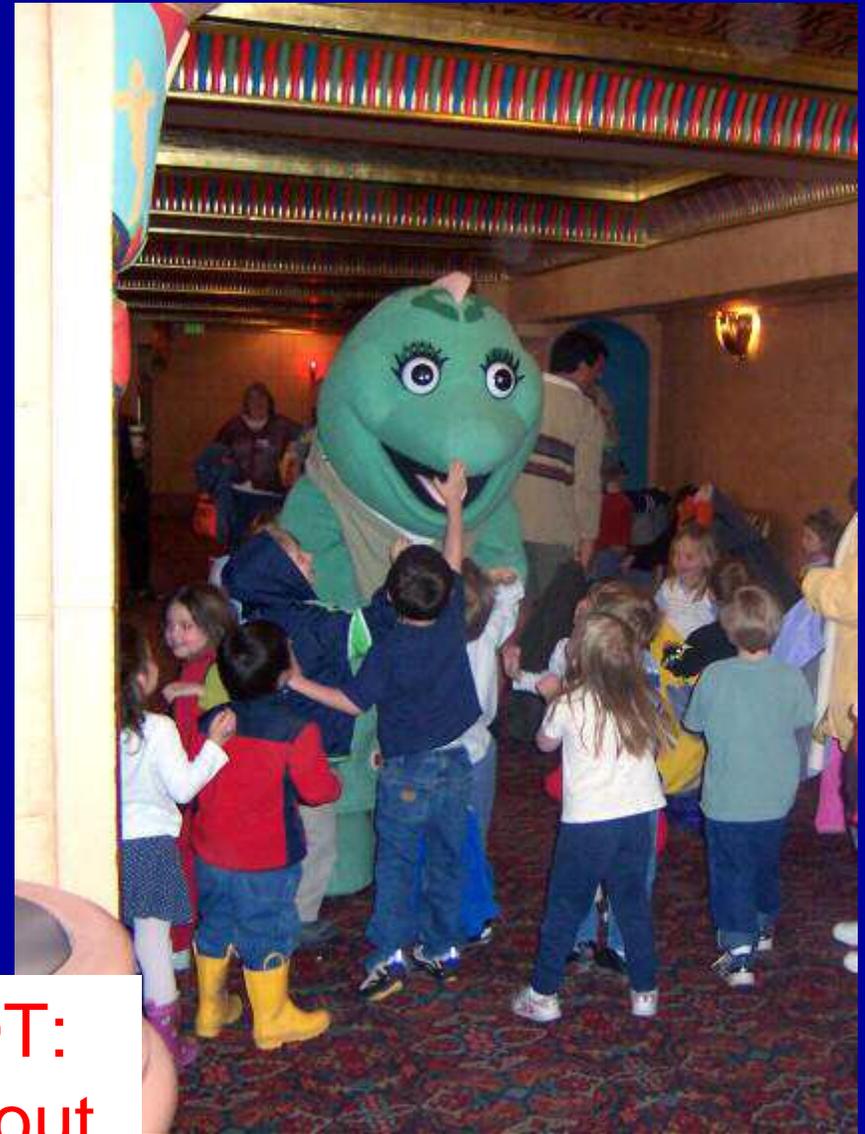
**Who does your audience trust?**

**Who does your audience believe?**



*Conservation Cowboy from Grapevine, Texas.*

- Great program awareness builder
- Has fans
- Draws audiences



MASCOT:  
Eddy Trout



Will your materials  
elicit the reaction you  
want?

How do you know?

# Step 6: Evaluation





**Close  
to  
Home**

**WEDNESDAY  
JULY**

**10**

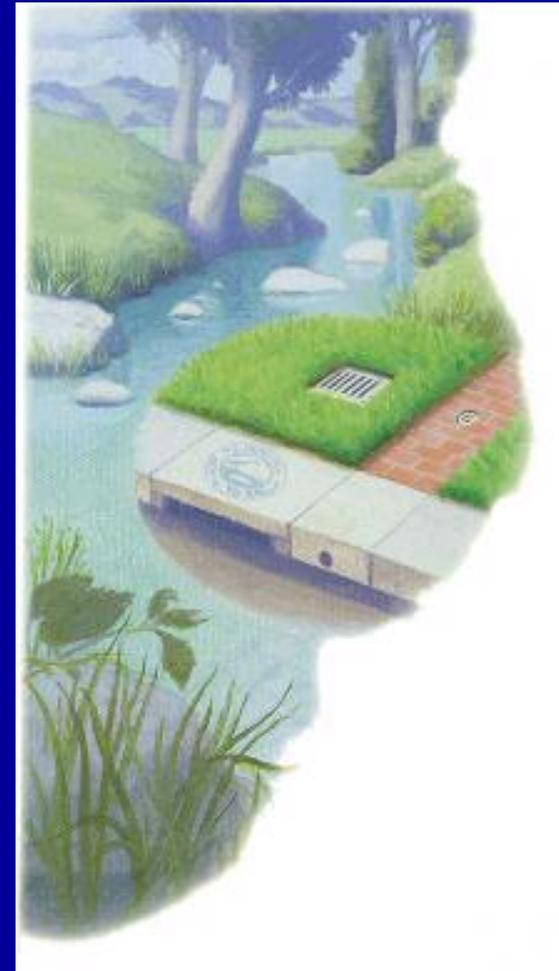
**Maybe our price is too high.**

# Why evaluate?

- To meet reporting requirements
- Understand what went right and wrong
- Helps with your annual report!

# When do you evaluate your program?

- ✓ Before
- ✓ During
- ✓ After



## Before ...

- Are the objectives consistent with the goals?
- Will the message be accepted and understood by the target audience?
- Will you be able to measure the objectives?
- Do you have enough resources to implement the activities?

# During...

- Those indicators related to the execution of the outreach campaign itself.
  - Did you meet your activity target dates?
  - Did you allocate enough staff?
  - Did you keep to the budget?
  - Stats!
    - # of brochures
    - # of web site hits
    - # of newspapers running the ads and readership
    - # of storm drains stenciled
    - # of volunteers attending activities



## After...

- Did we meet our milestones?
- “What happened for the money spent?”
- Did the target audience change their behavior?
  - Pounds of household hazardous waste collected
  - Number of calls reporting illicit discharges
  - Number of people surveyed with increased knowledge of stormwater issues
  - Number of people surveyed with changes in behavior
- Are there water quality improvements?



Did you plan to do  
baseline research?

# 2004 Survey of Tampa Residents

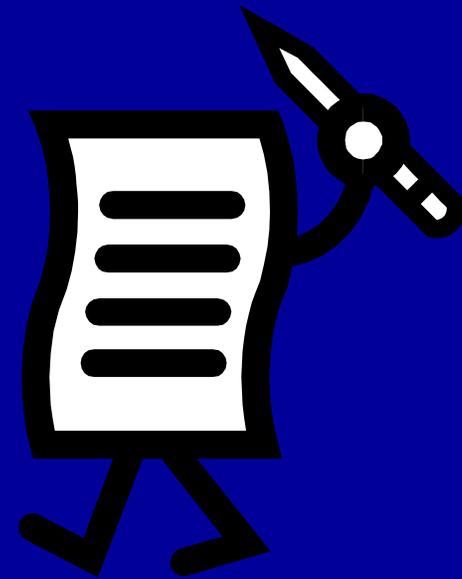
After the watershed education effort,  
30% of residents said they live in a  
watershed.

— A 58% increase!



# Write it down

- Assign responsibilities
- Assign costs
- Develop timelines



**For more information go to...**

[www.epa.gov/npdes/  
stormwater/menuofbmps](http://www.epa.gov/npdes/stormwater/menuofbmps)

# Vermont's Regional Stormwater Education Program

[www.Smartwaterways.org](http://www.Smartwaterways.org)



# Questions?

