

Getting in Step:

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



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Commercial Break

What is Stormwater Phase II?

What are Minimum Measures?

EPA's Storm Water Phase II Program

Point source discharges require NPDES permits to control storm water discharges. Permit must address six minimum measures.



Minimum Measure #1: Public Education and Outreach on Stormwater Impacts

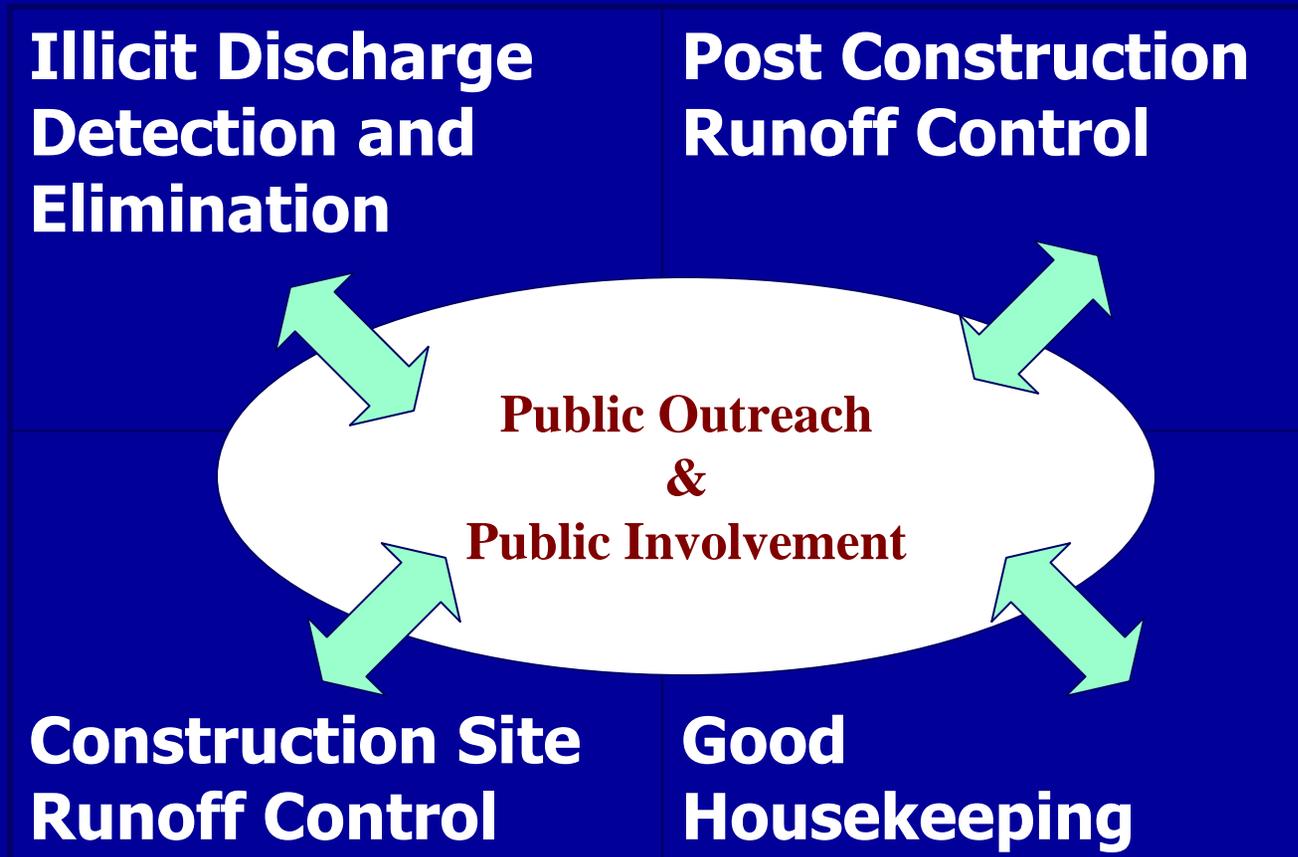
40 CFR 122.34(b)(1)

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.

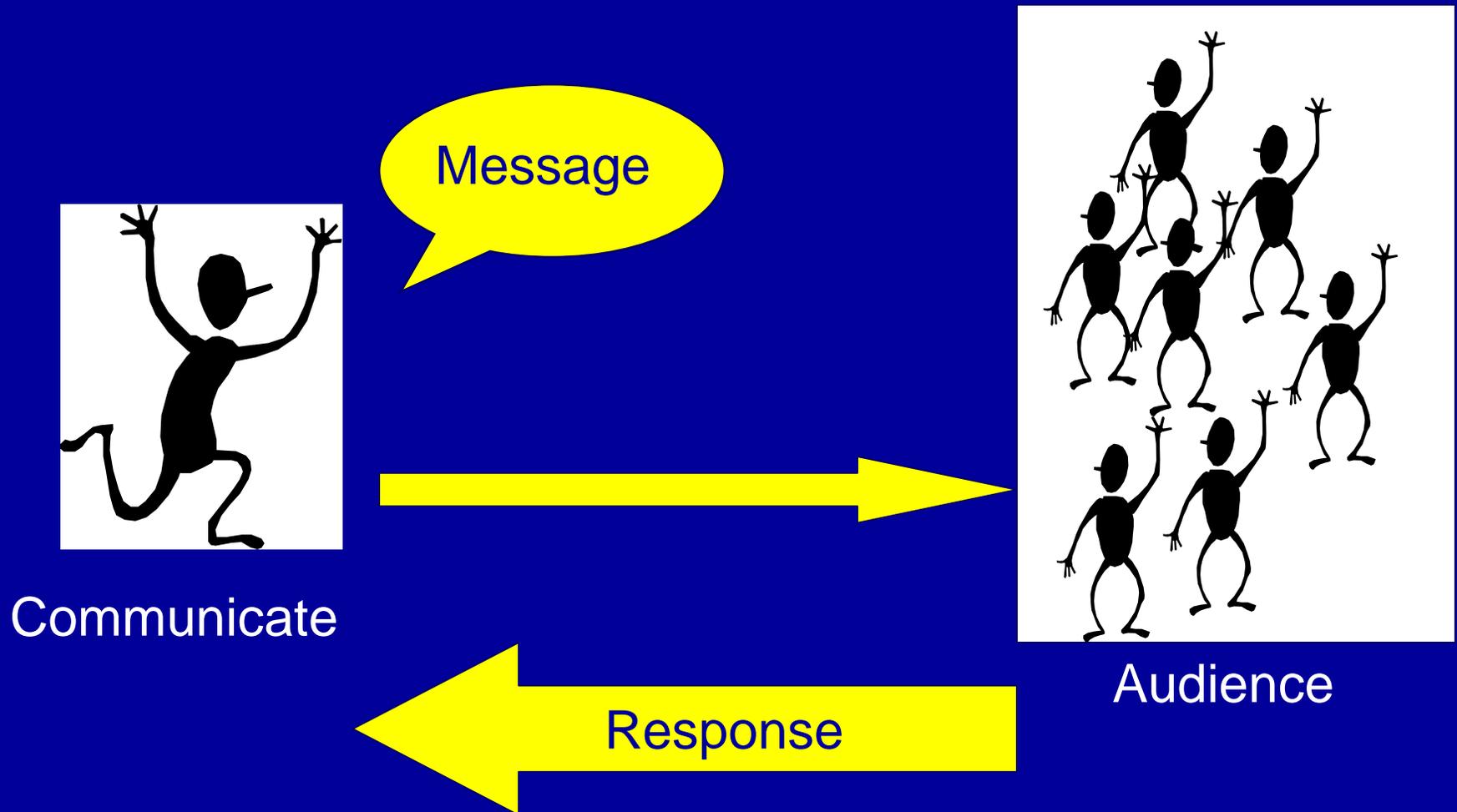
Minimum Measure #2: Public Involvement/Participation 40 CFR 122.34(b)(2)

You must, at a minimum, comply with State, Tribal and local public notice requirements when implementing a public involvement/participation program.

Stormwater Phase II Final Rule



What Is Outreach?

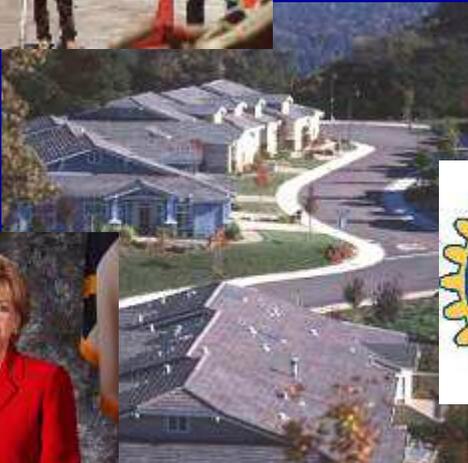


Outreach Building Blocks

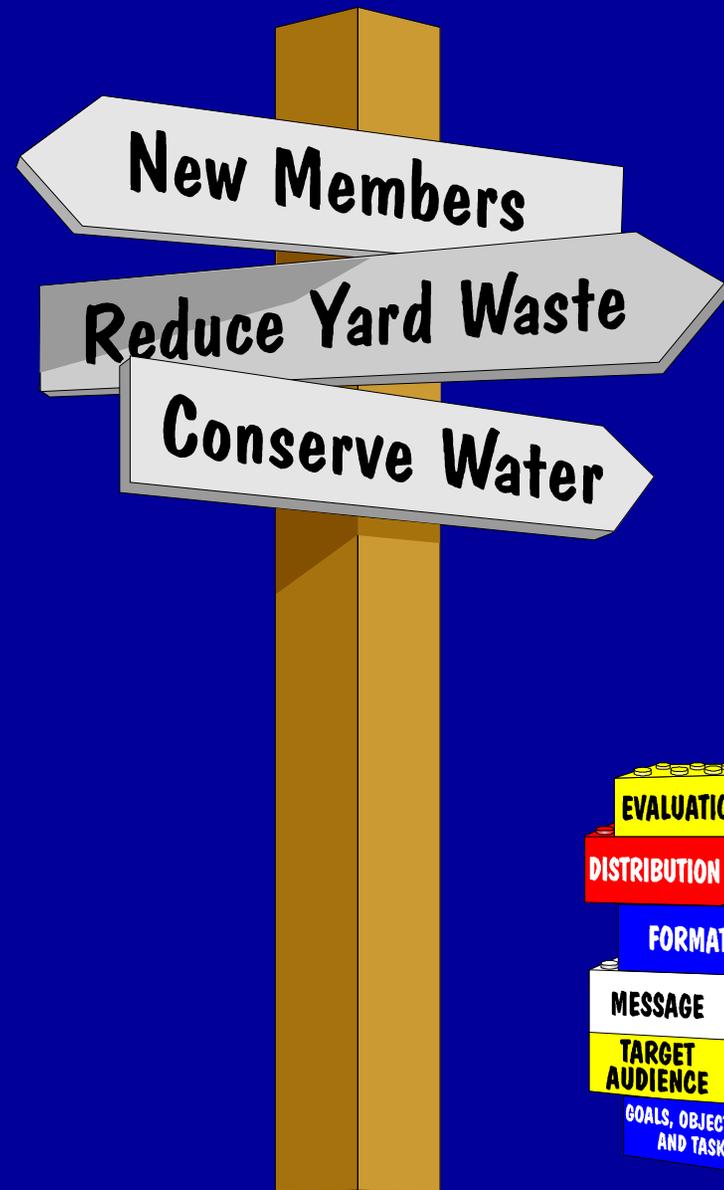




Consider who else
can help you.



Step 1: Driving Forces Goals and Objectives



Driving Forces

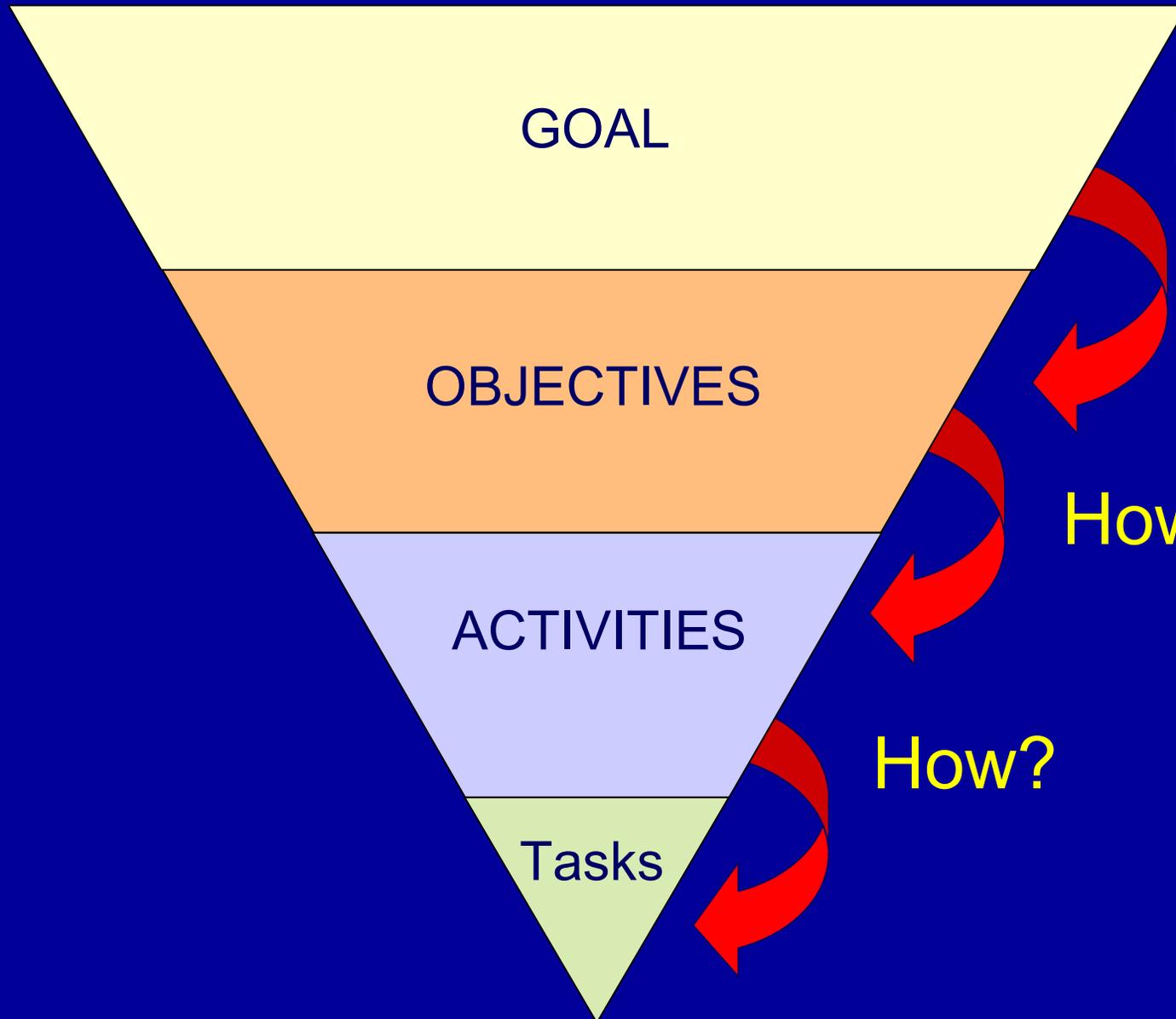
Why do you need outreach?

- Comply with regulations
- Water quality problems
- Public pressure
- Political pressure

Goals

General statements that express the broad focus of the entire planning and management effort.

Driving Forces



GOAL

How?

OBJECTIVES

How?

ACTIVITIES

How?

Tasks

Goal

Improve the quality of Missouri's water resources through effective stormwater management.



Objectives

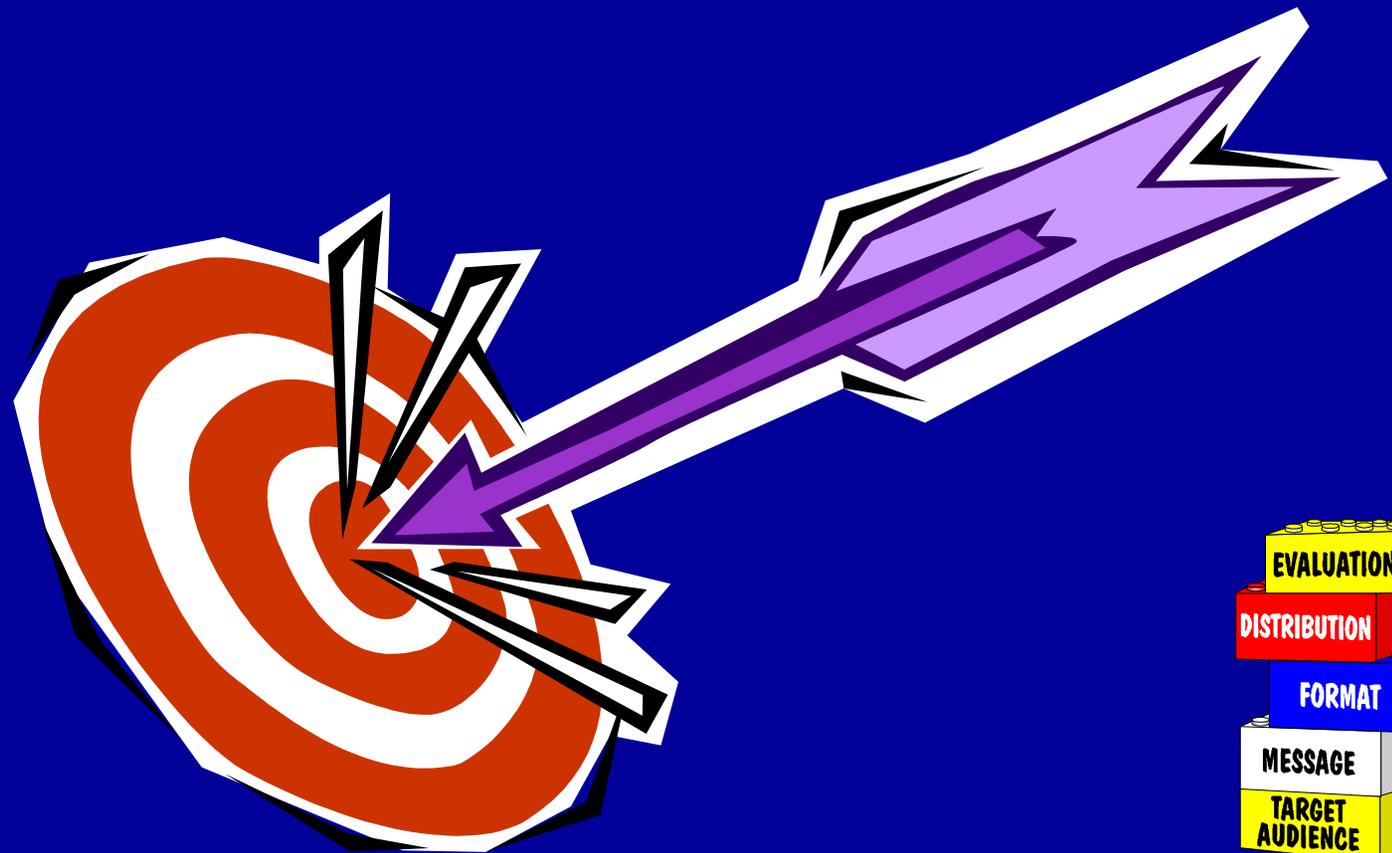
- Make residents in Clark County aware of the impacts of stormwater runoff.
- Educate residents in Clark County so that 30% of them know what stormwater runoff is and can identify at least 2 management strategies.

Tasks

- ✓ Develop unifying theme and logo by 9/05.
- ✓ Identify newspaper outlet to distribute inserts by 10/05.
- ✓ Identify key topics for each issue by 12/05.
- ✓ Design layout and write text for first issue by 2/06.
- ✓ Send issue 1 to printers by 4/06.



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?



Homeowners...

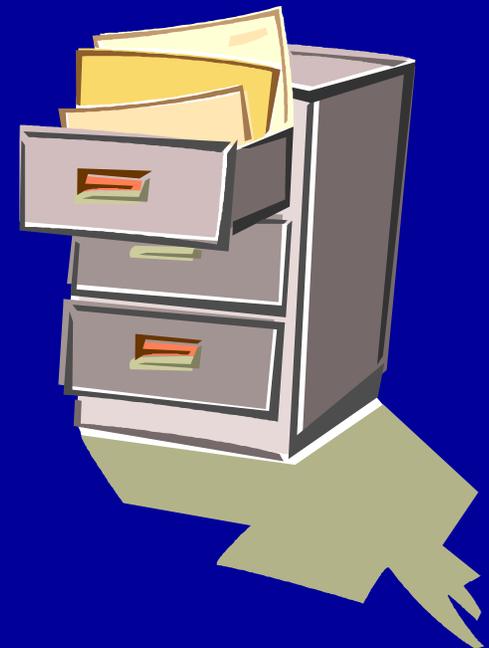
- Who own dogs within the city limits
- Between the age of 40-55 with lawns who do their own lawn care maintenance
- Who have children in grades 3-6 in the Buck's County school system
- Who own homes around Lake Shasta





- 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. Surface water running off yards, city streets, paved lots, and farm fields	28
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

Message

- Specific to target audience
- Should have direct benefit to target audience
 - “Improves/protects resources”
 - “Costs less”
 - “Improves health”
 - “It’s convenient”
 - “It’s free”

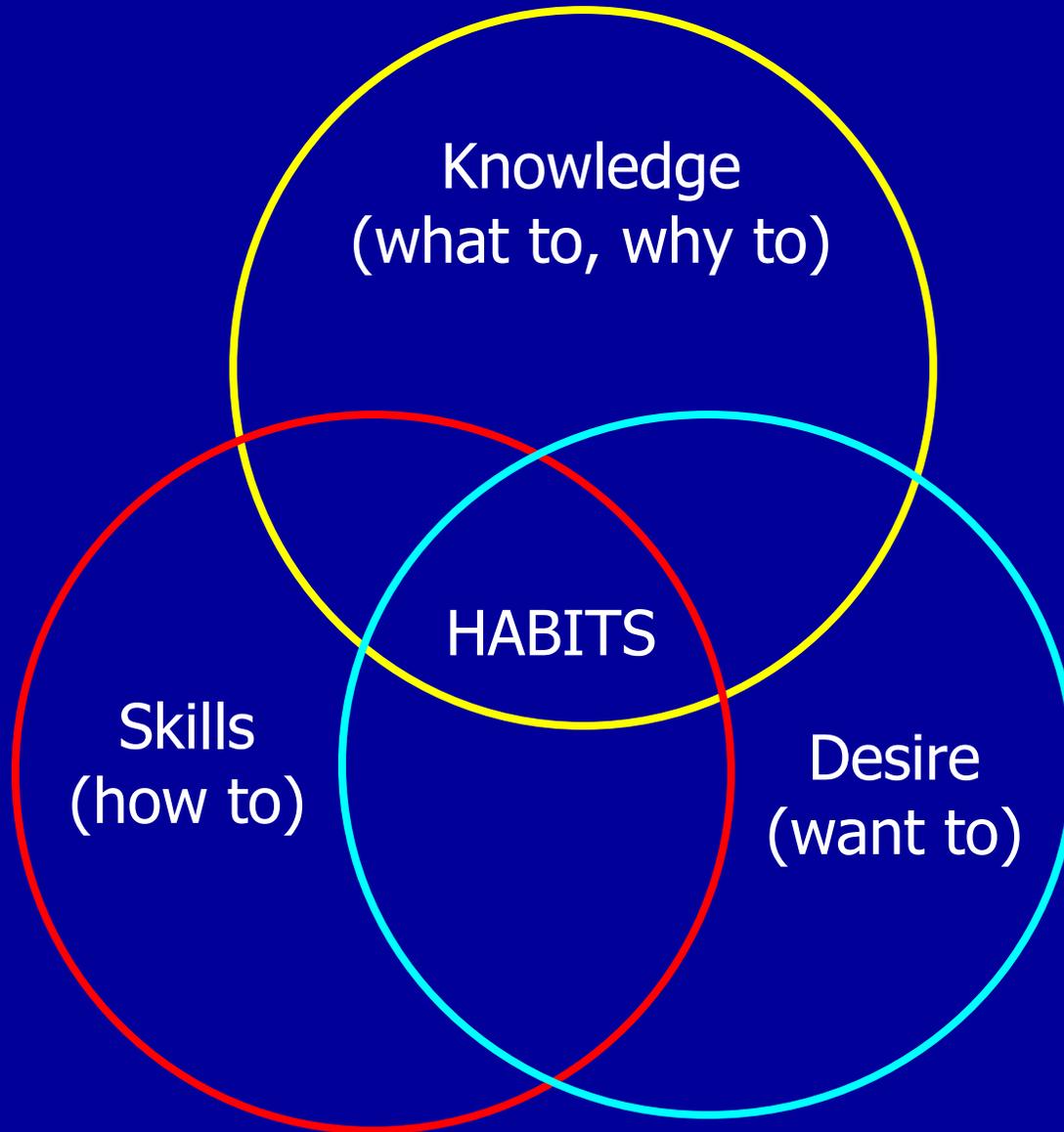
What is Social Marketing?

“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.



Knowledge
(what to, why to)

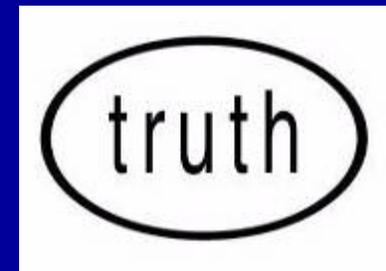
HABITS

Skills
(how to)

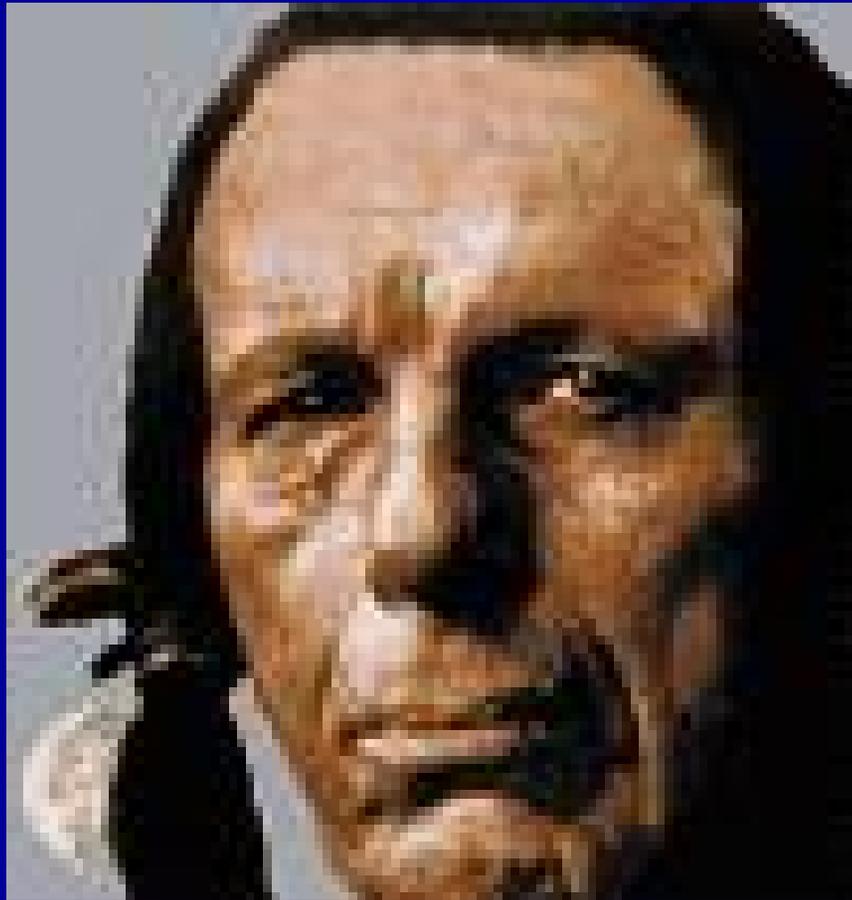
Desire
(want to)

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

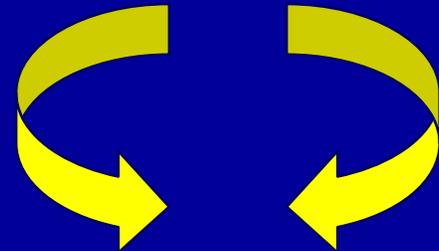
- Perceived Benefits

 - Fit in with others (It's cool)

 - People expect it

 - Everyone else is doing it

 - I'll get rewarded



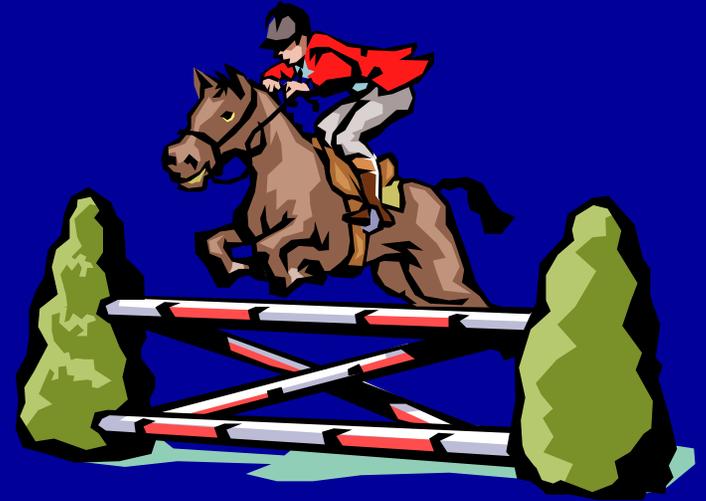
What Barriers Prevent Behavior Change?

- 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

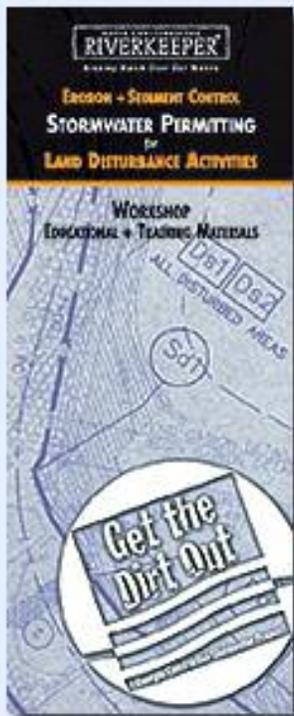
To understand the General Permit requirements, Upper Chattahoochee Riverkeeper and the Georgia Center for Law in the Public Interest have developed an Erosion and Sediment Control Stormwater Permitting Guide to Land Disturbance Activities. This "Stay Out of Trouble" guide will help you understand the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

[Stormwater Permitting for Land Disturbance Activities](#)

To Help Keep Our Water Clean & Healthy

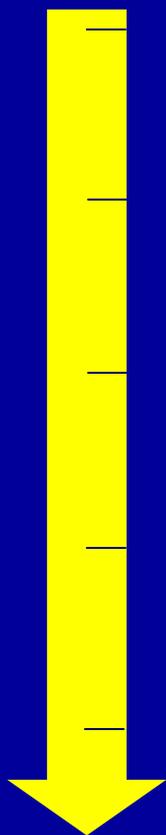


Locate Your Watershed Leader:



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



80% of MSU students use a designated driver. Do you?

Choices
we got the
facts from you

justthefacts.msu.edu

National Collegiate Health Assessment, MSU 2002.
N=1005, margin of error ± 3%.

Seat Belt Use Last Week

85%

Other Social Norms Techniques

- Eco-labeling
- Recycling bins at curb (public)
- Yard or home signage
- Farm or construction demonstration sites/fields



Rain barrel painted for art contest

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 or
www.epa.gov/hpdes/stormwater

CAUTION

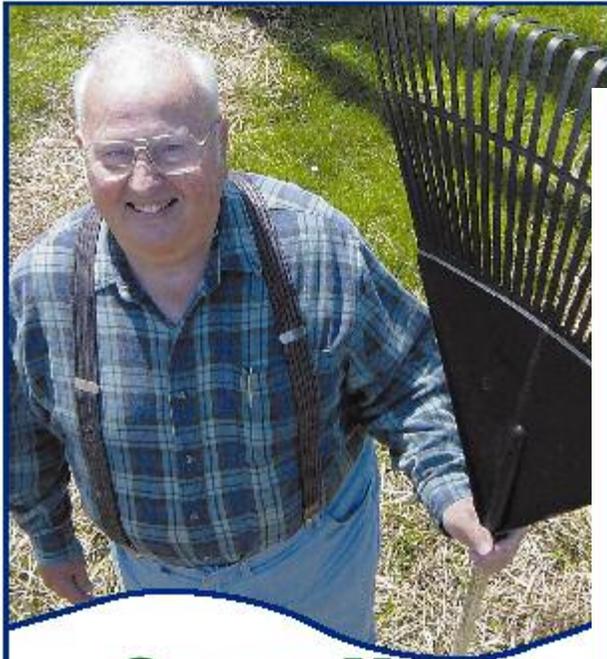
**THIS SIGN HAS
SHARP EDGES**

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

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

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

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

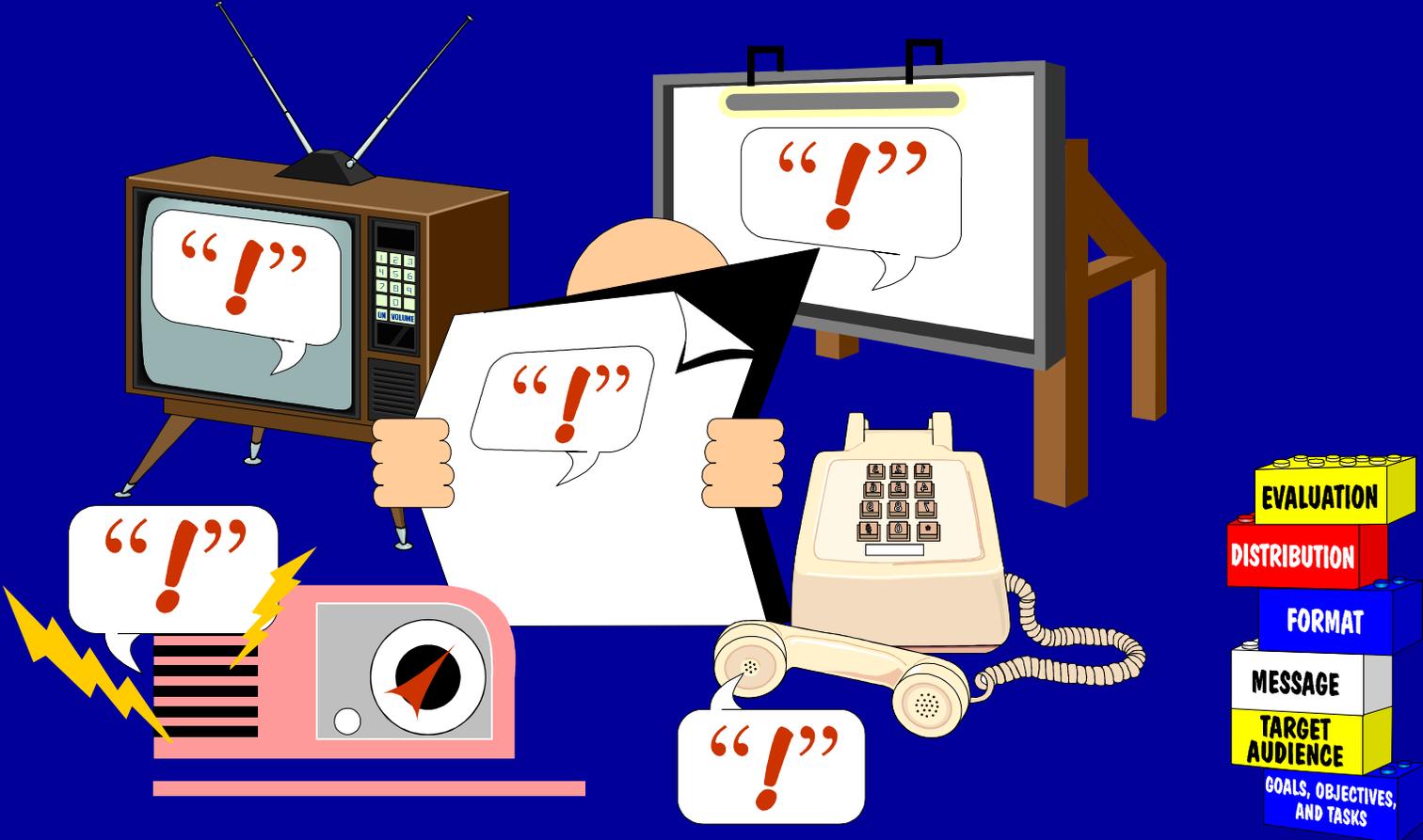
Grrrrr, bark, woof.
Good dog.

District of North Vancouver.

Bylaw 5981-11(i)



Step 4: Format



Format: Displaying the Message

Print (newsletters/flyers/posters/ads)

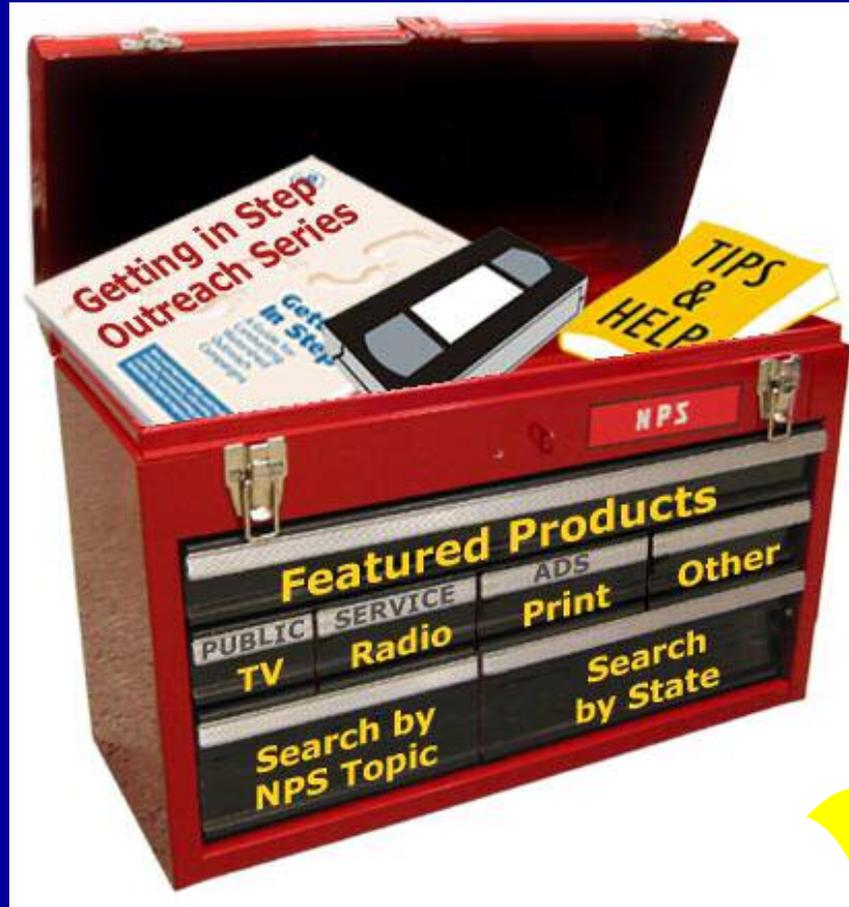
Broadcast Media (PSAs/news stories)

Electronic Media (Web sites)

Stuff (magnets/totebags/coupons/rainbarrels)

Training (mini-courses/community meetings)

Events (stenciling/community fairs)



Contact Don Waye at waye.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



Stormwater Pollution Found in Your Area!

This is not a citation.

This is to inform you that our staff found the following pollutants in the storm sewer system in your area. This storm sewer system leads directly to

- Motor oil
- Oil filters
- Antifreeze/transmission fluid
- Paint
- Solvent/degreaser
- Cooking grease
- Detergent
- Home improvement waste (concrete, mortar)
- Pet waste
- Yard waste (leaves, grass, mulch)
- Excessive dirt and gravel
- Trash
- Construction debris
- Pesticides and fertilizers
- Other



For more information or to report an illegal discharge of pollutants, please call:



www.epa.gov/epaospr/stormwater

EPA 833-F-03-002
April 2003



Open the Door to Clean Lakes!

- Organize lakeshore cleanups to collect trash and litter washed up to shore.
- Recycle used oil at appropriate facilities.
- Clean off recreational equipment prior use to stop aquatic hitchhikers.
- Use pump-out stations for boat waste.
- Let natural vegetation grow by the lake—mow and fertilize less!
- Join your local lake organization, or start one on your own. (Visit www.epa.gov/cleanlakes.)
- Become a volunteer lake monitor. (Visit <http://epa.gov/cleanlakes/monitor>.)
- Enjoy your lake!

www.epa.gov/epaospr/stormwater/lakes



Door hangers



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

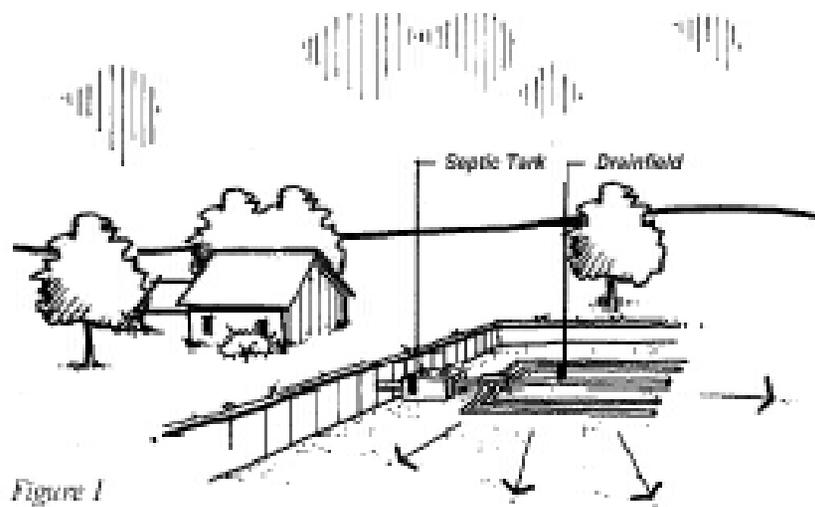


Figure 1

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...

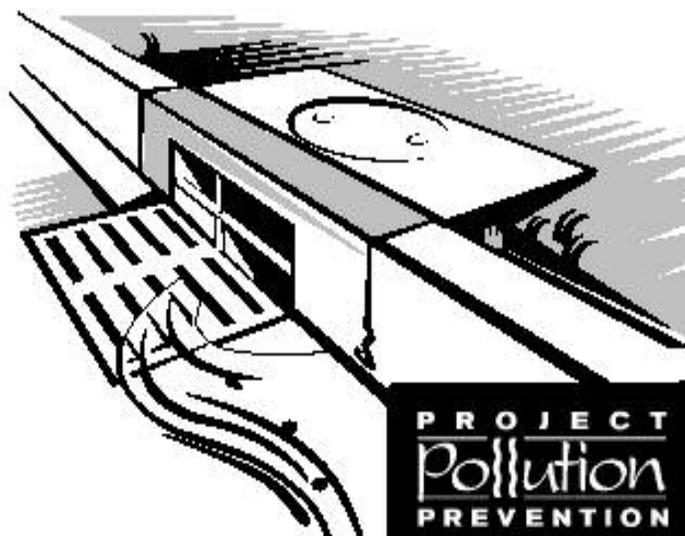
More than 150,000
times each month,



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.

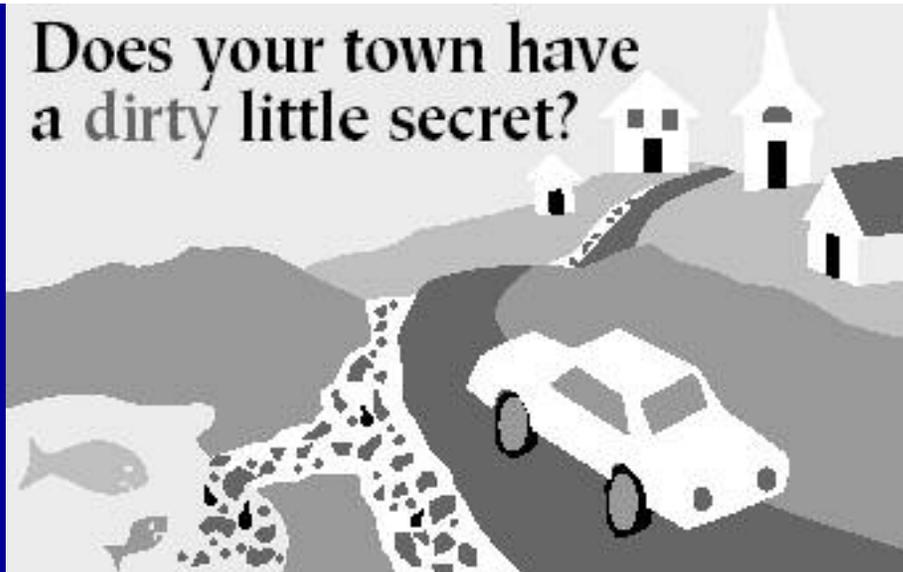
Please use fertilizers and pesticides
wisely, not before a rain, and water
carefully.

...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

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

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

Same ArtworkMultiple 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

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

Printed with 50% recycled paper.





Rockdale County Resources

Take this quiz to test your watershed smarts...

Quizzes

1. Do you live in a watershed?
2. Where does rain water go when it leaves your property?
3. Can residents do anything to improve Rockdale County's water resources?
4. What is the county doing to protect our water resources?

Check inside for the answers and find out how you can help protect Rockdale County's resources!



Watershed Management Plan

Games

Kid's Page

What kids can do to protect water quality



WORD SEARCH

Nonpoint Source Pollution
Nonpoint source pollution, unlike pollution from factories, comes from many different sources. When it rains, the water picks up and carries pollutants like fertilizer, oil, dirt, and trash to the streams and rivers. For the word search below, the words must be found in one direction, but never in a straight line.

A	C	R	O	O	F	L	L	Y	
P	E	R	T	L	I	Z	E	R	
L	I	S	E	R	K	E	W	E	
A	Z	E	R	V	A	N	T	Y	
U	T	F	A	R	T	R	O	P	
G	N	A	M	L	A	I	R	O	
N	T	E	R	W	A	F	O	I	
P	O	L	L	U	T	I	O	N	
M	P	J	C	N	A	T	U	P	
F	O	D	A	R	A	B	O	S	
E	R	U	N	C	A	S	A	L	
A	H	R	E	P	L	A	T	E	

pollution
trash
streams
water
oil
fertilizer
soil
grass
rain
water
dirt

Good Clean Fun

- With an adult's help, try some of the following lessons for greener cleaning.
- All-purpose cleaner:** Mix 1/2 cup vinegar in a quart of water.
 - Disinfectant:** Mix 1/2 cup bleach in a gallon of hot water.
 - Witcher's wall cleaner:** Wash with 1 part vinegar to 4 parts water in a 2-gallon sprayer.
 - Carpet deodorizer:** Sprinkle carpet with baking soda. Vacuum after 30 minutes.
 - Furniture polish:** Mix 2 teaspoons lemon oil and 1 part mineral oil in a 1-gallon bottle.
 - Shin-and-tile cleaner:** Mix 1/4 cup baking soda, 1/2 cup white vinegar, 1 cup ammonia, and 1 gallon warm water.
 - Drain cleaner:** 1 cup each of baking soda, salt, and white vinegar. Pour into drain and wait 15 minutes. Flush with boiling water.
- The phosphate-free laundry soap, There are plenty in the home lines at your grocer's shelves.



Take the Watershed Challenge

Start a Watershed Advertising Campaign!

One way to protect water is to let people know about watersheds and why they are important. Try to think of a slogan for a watershed advertising campaign. Then spread the word!

- ✓ Make posters of your slogan and hang them in your school.
- ✓ Place an ad in the Rockdale Citizen.
- ✓ Write a watershed poem.
- ✓ Enter the River of Words contest by calling (800) 875-1838.

We want to hear from you!

Help us better serve you by addressing your water quality concerns. Just answer a few questions, fill out the coupon, and mail to:

Alan Zimmerman
Watershed Management Division
Rockdale Water Resources
2220 F Parkway South
Conroy, GA 30528

Will you use this paper to reduce others? Yes No Yes, but

school home community group other _____

What is your watershed address (see p. 17)? _____

What is your occupation? _____

What are your water quality concerns? _____

Name _____
Signature of Parent _____
Date _____

Brochures for Businesses

BEST MANAGEMENT PRACTICES **GUIDEBOOK for**

VEHICLE **MAINTENANCE** **FACILITIES**



An instructional how-to guide on safe, environmental practices and procedures relating to the vehicle industry.
Your cooperation is vital in implementing these procedures. Keep this guide near your work area for quick reference.

WATERSHED PROTECTION DIVISION • DEPARTMENT OF PUBLIC WORKS • CITY OF LOS ANGELES

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 desmantelamiento de 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.

IMPERIAL



WE "ALL" LIVE DOWNSTREAM.
Protect Your Watershed.



Illinois Environmental Protection Agency

CELEBRATE
EARTH DAY
APRIL 22

Objects of Everyday Utility

Stuff:

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



Calendars

April 1997

How's the Fishing? **Great! Thanks to Good Stewards!**
 Clearly, when you think of watching for favorite fishing haunts in Chester County, Pennsylvania, fall action for perch and bass is legendary. Steve Gomez took action, he and three friends formed the Yellow Barge Chapter of Trout Unlimited. Armed with the most fool-proof, high, low-tech, and low-key knowledge they could muster, they got to work.

They established regular stream surveys and returned the stream to natural banks and cover where fish eat, hide, and breed. 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 that would have cut off the stream's access to the ocean.

YOU can take action to improve stream 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 waters.
- 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...

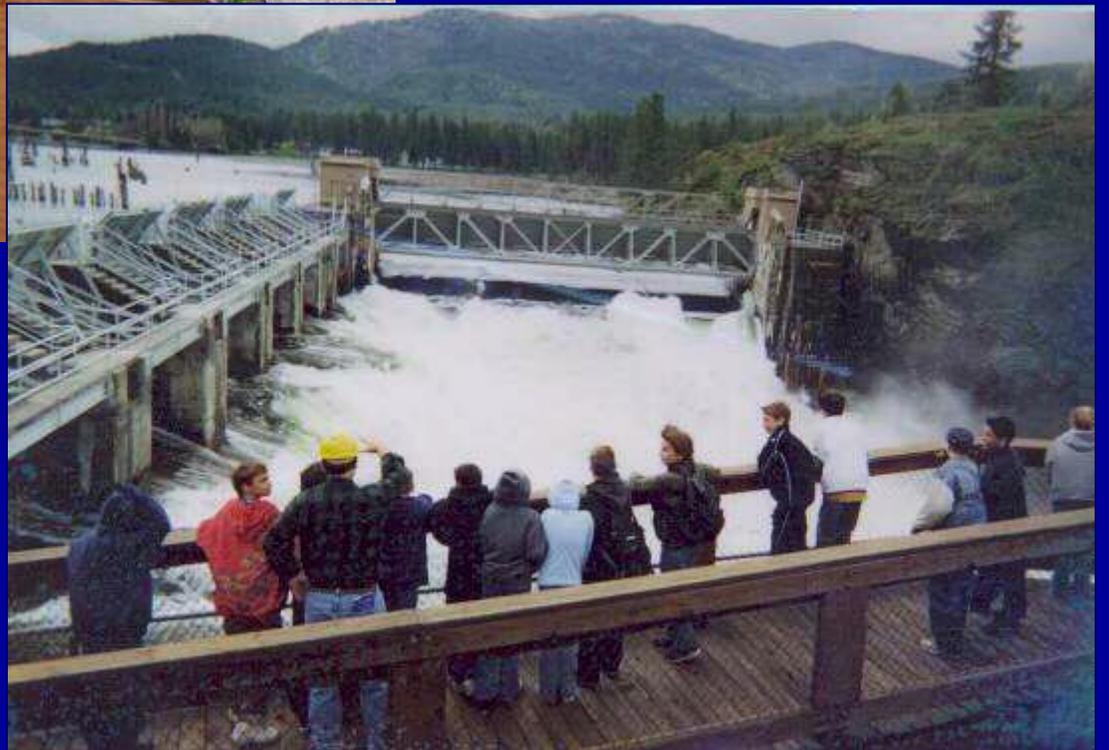




Project WET
curriculum

Outdoor education

Tours of local
treatment plants



Clean ups



Volunteer monitoring



Stormdrain Stenciling



Give Awards...



The screenshot shows the 'WHATCOM WATERSHEDS PLEDGE' website. At the top, there is a navigation bar with a logo on the left, the title 'WHATCOM WATERSHEDS PLEDGE' in the center, and a 'WA Dept. of Ecology' logo on the right. Below the title is a banner image of a lake with mountains in the background. Overlaid on the banner are four buttons: 'Residents', 'Businesses', 'Boats', and 'Farms'. A 'Pledge Home' link is located below the logo.

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.



On the left side of the page, there is a vertical navigation menu with a logo at the top and five blue buttons: 'Pledge Businesses', 'Business Checklist', 'P2 Manual', 'Newsletters', and 'Links'.

The Media

News Media

Radio

Newspaper

Television

Magazines

Electronic media

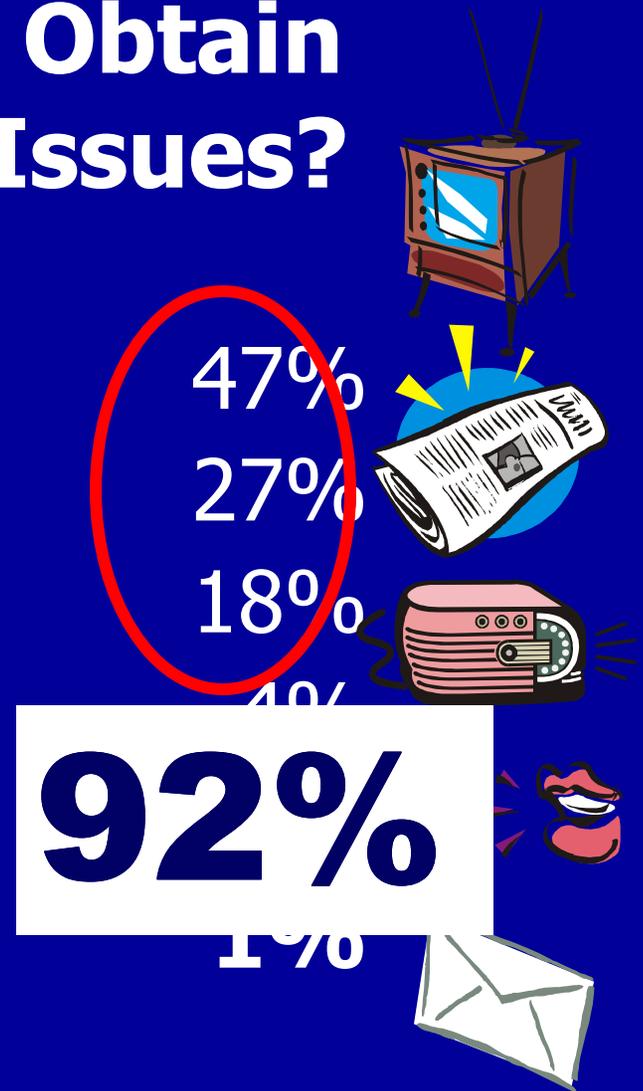
Listservers

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

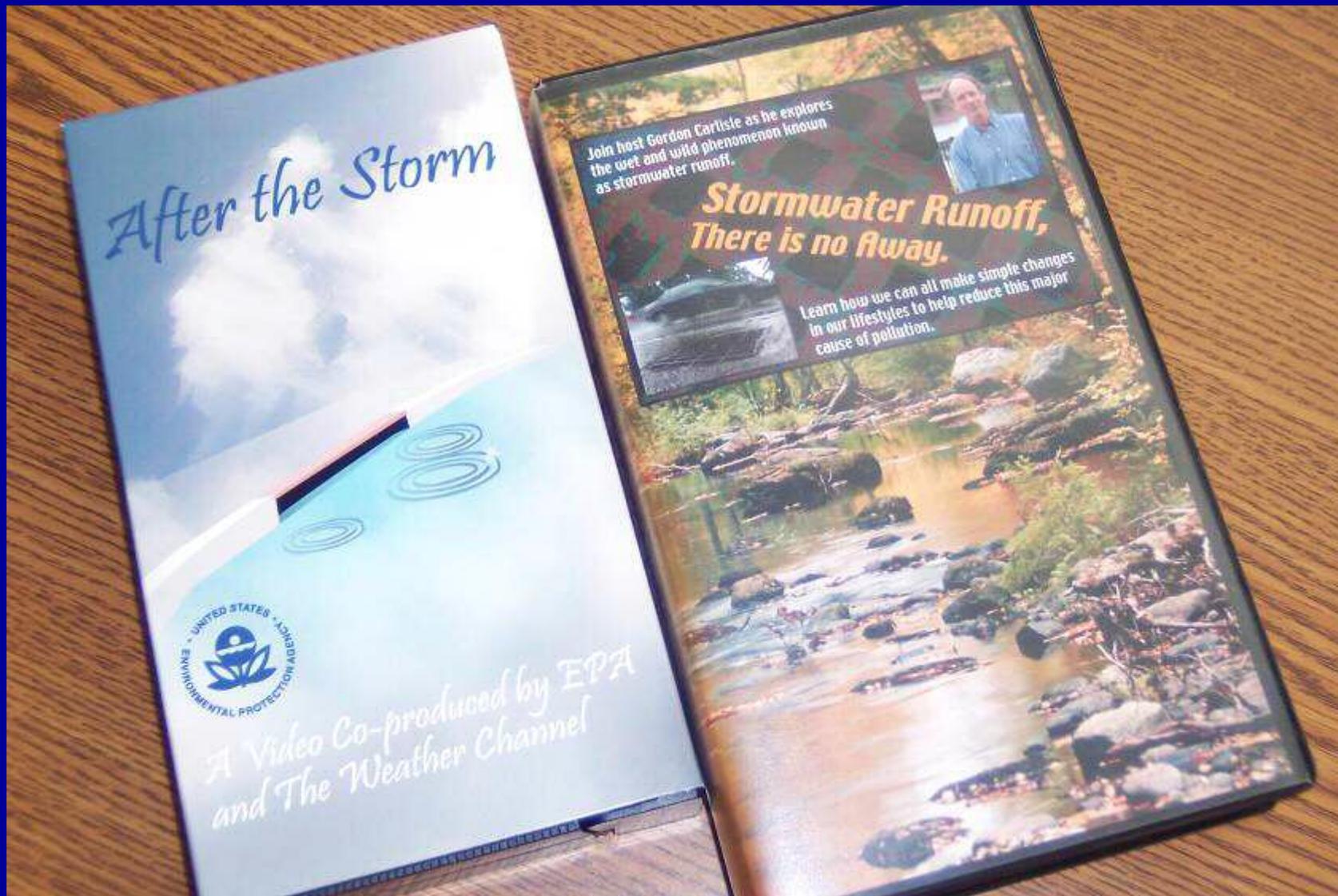
Tips for working with reporters

- 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 is a navigation bar with links: 'BOOKMARK THIS SITE | PRINT THIS PAGE | ABOUT THIS SITE | PARTNERS | FEEDBACK'. Below that is the 'ENVIROCAST' logo and a main navigation menu: '| Home | Our Watersheds | Learning Center | Resources | Media | Environmental News |'. The main content area is divided into several sections. On the left is a 'KID'S CENTER' featuring a cartoon frog character. Below it is a 'LEARNING CENTER' with a map of watersheds and the text 'Visit the Learning Center to learn About Watersheds.'. At the bottom left is 'ENVIROCAST® On-Line' with a small image of a water treatment facility. The central part of the page features a large circular image of a dam with water cascading over it. To the left of this image is a vertical menu: 'Find Your Watershed', 'News & Features', 'Watershed Watch', 'Learning Center', 'Special Features', and 'About this Site'. Above the dam image is a row of small landscape photos and the text 'Charlotte-Mecklenburg'. On the right side, there are two news feature boxes. The top one is titled 'NEWS NEWS FEATURES' and shows a photo of a flooded road with the text 'WaterWise: Preparing for hurricanes' and a 'More ...' link. The bottom one is titled 'FLY THE WATERSHED' and shows a map of 'Charlotte-Mecklenburg Local Watersheds' with the text 'Fly the Catawba River Watershed' and a 'More ...' link. At the bottom right is an 'ENVIRONMENTAL NEWS' section with a small globe icon. At the very bottom of the page, a message reads: 'Welcome to our WATER WISE website. Use the Flash'.

Videos



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.

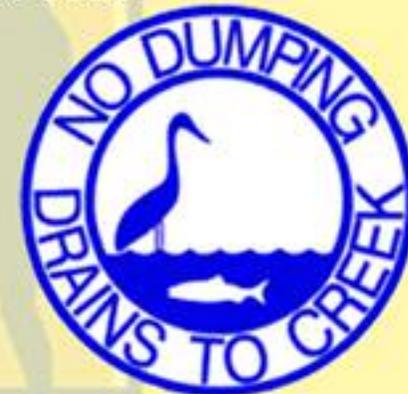


Wash your car on gravel
or grass or use a commercial
car wash.



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

Visit our website under Storm Water



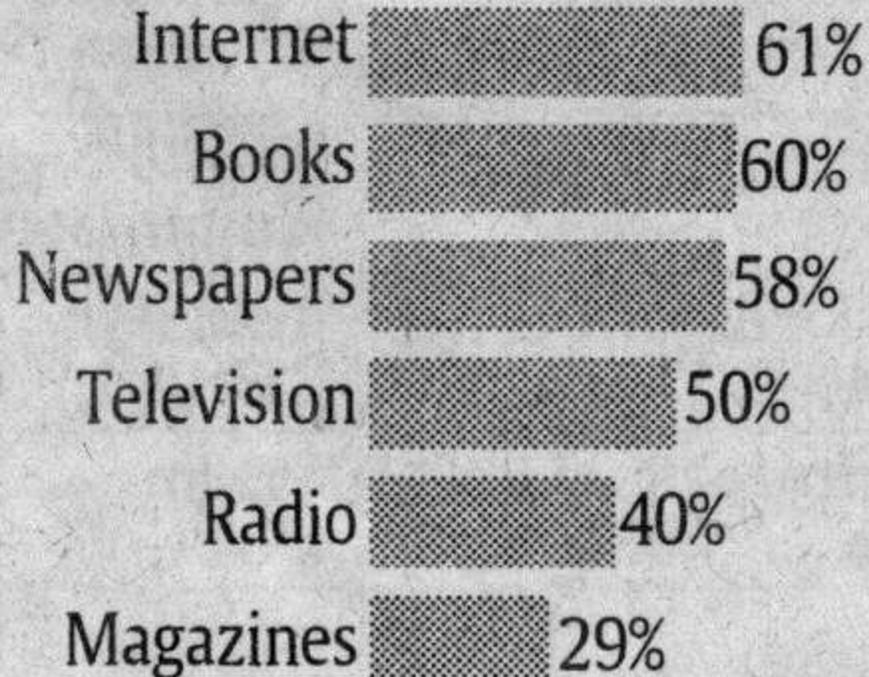
Formats

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

By Suzy Parker, USA TODAY

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



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](#)

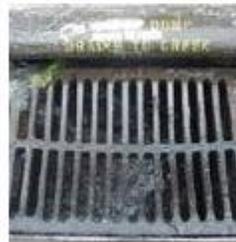
[Report pollution in a creek or lake](#)

[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

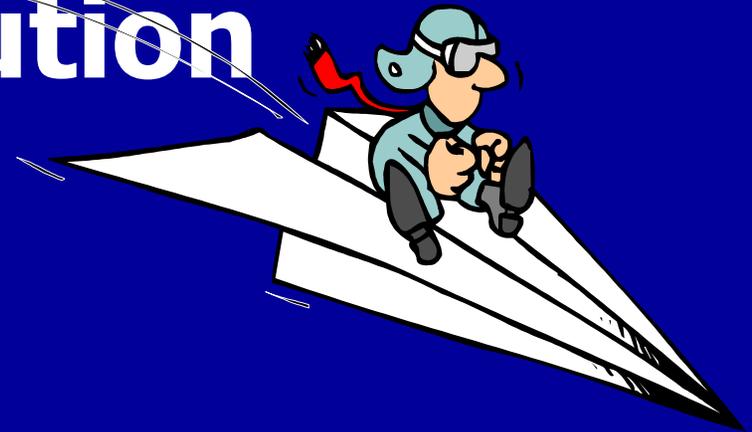
Include email for reply

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?

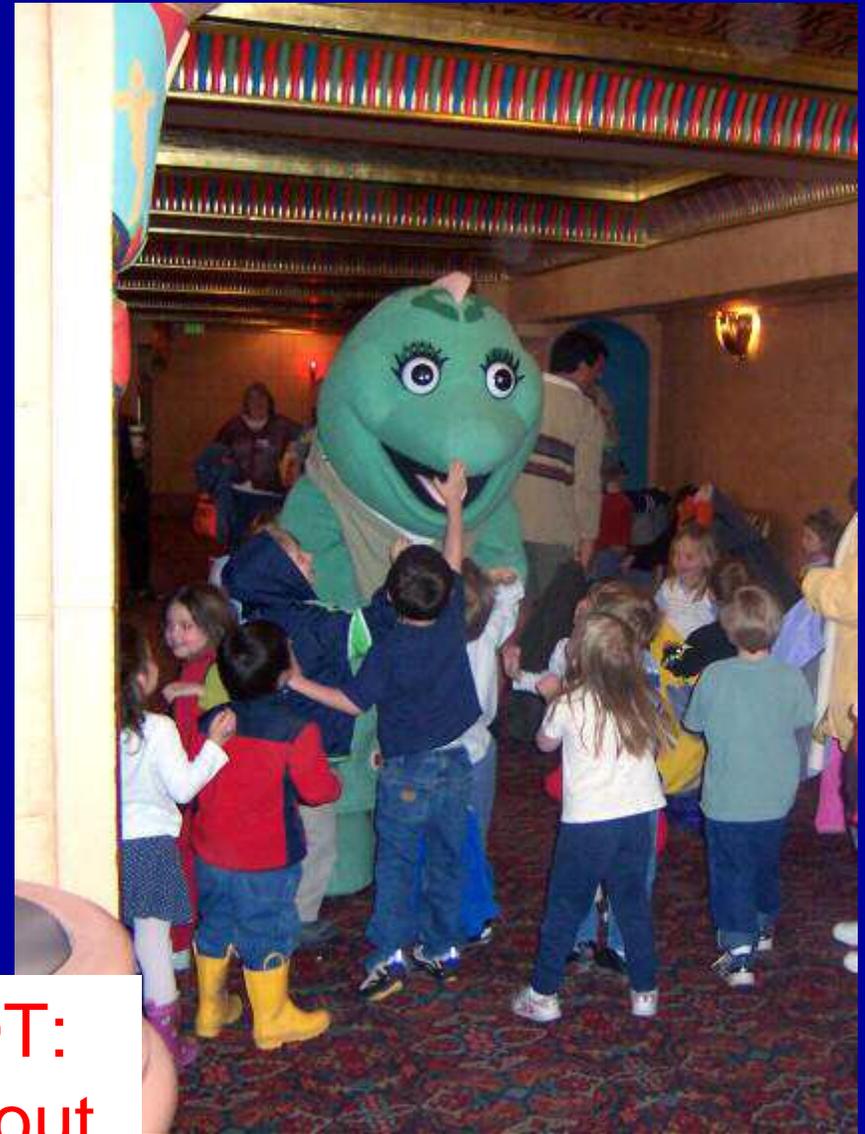
Who does your audience trust?

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

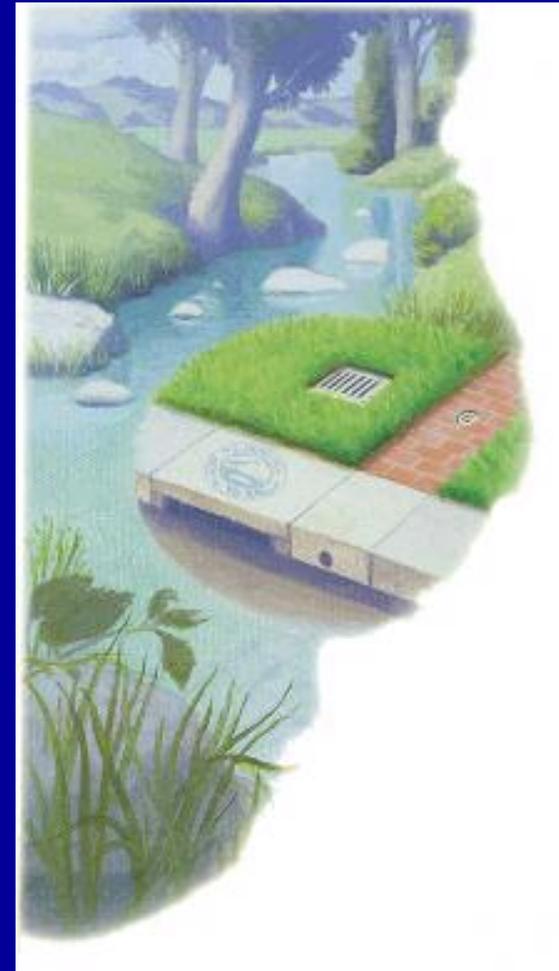
Maybe our price is too high.

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!



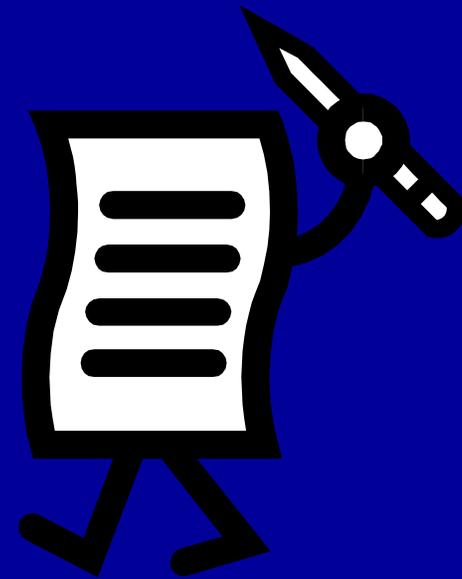
Why Didn't You Evaluate?

- Ran out of money
- Ran out of energy
- Don't like criticism



Write it down

- Assign responsibilities
- Assign costs
- Develop timelines



Magazine ads

She had a weak funny bone. Lucky for us lactose intolerant folks, there's lactose-free milk. It's available everywhere, and it has all the calcium of regular milk. Good thing I'm here to crack you up - not myself.

got milk?

Going, going, gone.

Time for more milk. It's got stuff leading sports drinks don't-like protein, potassium and calcium. That's why I always have an ice-cold glass...as soon as I get home.

got milk?

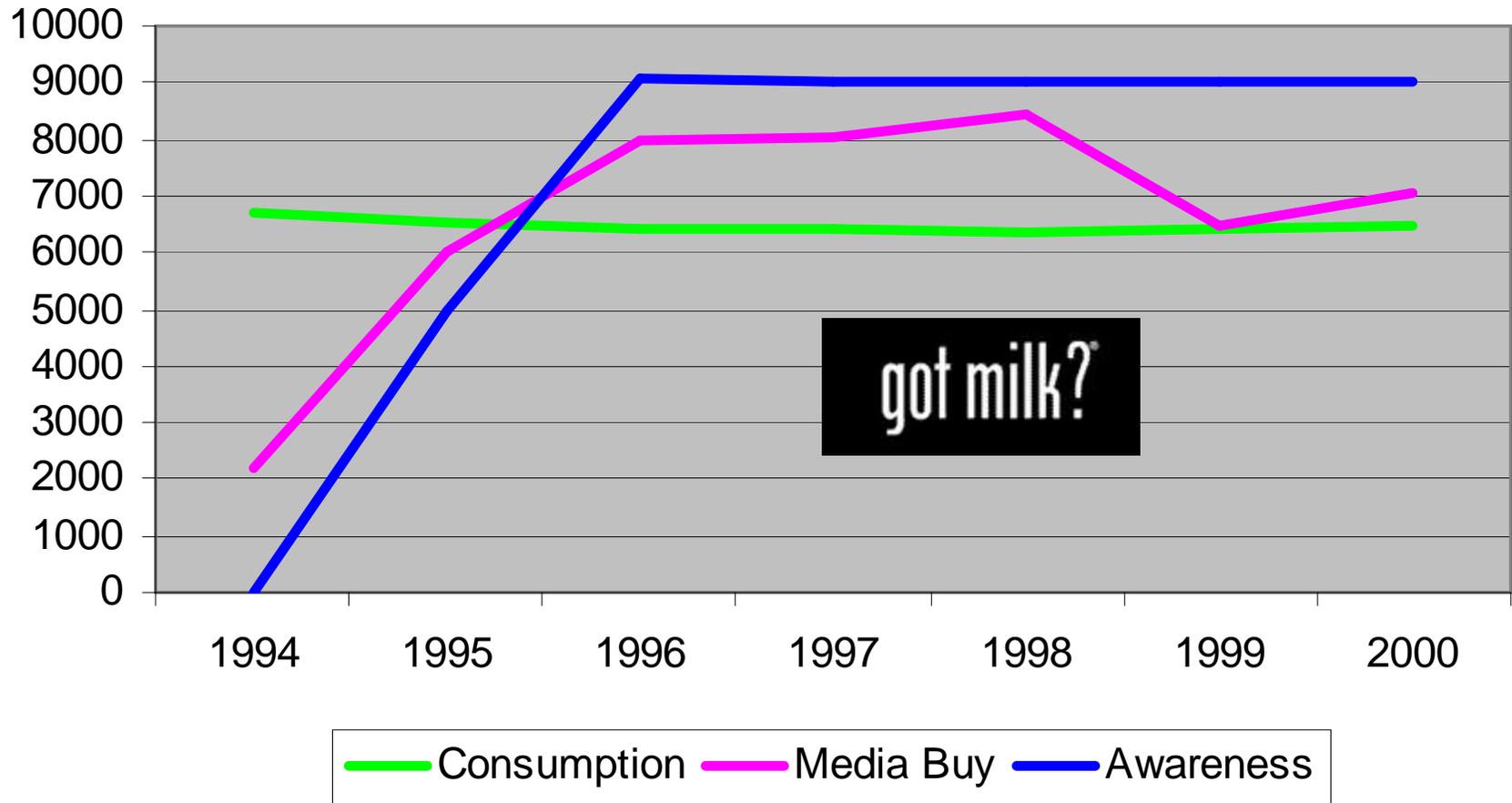
Milk: words by © HASBRO INC. AND MAX BIRD. BAT: BOWEN TON. PHOTO: MICHAEL TORRES. STYLING: LORNA CALDWELL

It takes more than a hit single to reach the top.

got milk?

1 1/2% of adult height is added during each year. To get our growing bones filled with calcium to build strong muscles we need all those high milk days.

Got Behavior Change?



For more information go to...

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

Vermont's

(Chittenden County)

Regional

Stormwater

Education

Program

RSEP Participating Communities

Traditional & Non Traditional MS4s

Burlington

South

Burlington

Colchester

Shelburne

Essex Town

Village of

Essex Jct.

Williston

Winooski

Milton

VTrans

Burlington

International

Airport

University of

Vermont

Hiring a Marketing Consultant:

Competitive bid process

Evaluated proposed media purchasing plans – value for money and emphasis

Chose Marketing Partners of Burlington

Marketing Partners summarized research to date, talked with EPA, worked with committee, produced marketing & communication plan

Pre-Program Survey:

Where are we starting with *behaviors* and *understanding*?

400 residents

Phone survey

Funded through a 319 grant

**Age, household income,
gender, own/rent, pets,
household practices**

Target Audiences

- Neat Neighbors
- Fix-It Foul-Ups
- Preoccupied Polluters
- Prove-It-To-Me Polluters
- School-aged children

www.Smartwaterways.org

