



## Tackling Stormwater Education and Outreach: Developing A Strategy for Implementation By the Narrow River Preservation Association

### Education Goal #1:

Stormwater runoff is polluted, and it contributes to the pollution of local waters.

### Primary Audience:

Kids

### Key Messages:

- When it rains, water landing on driveways, roofs, roads, and other surfaces picks up pollutants and carries them directly to local water bodies without treatment.
- Storm drains carry water away without any treatment – anything that goes down a storm drain goes to local waters.
- Never dump anything down a storm drain.

### Hooks To Incorporate Within Messages:

- Swimming, fishing, boating, and general water quality are directly affected by the stormwater that goes down storm drains or flows directly into water bodies.

### Overview of Possible Methods:

Method	Resources	Contact
<p>Continue storm drain marking program, in conjunction with Save The Bay, Surfrider, URI, local schools, or community groups, using stencils or markers<sup>1</sup></p> <p>Goal: mark all municipal storm drains, beginning with watersheds of impaired waters and Special Resource Protection Waters</p>	URI Binder Section 2	<p>-URI 101 Fall 09 storm drain marking project in South Kingstown tentatively scheduled (Contact Lisa at 874-5687 to determine URI 101 schedule)</p> <p>- Elementary schools for teacher contacts (4<sup>th</sup> or 5<sup>th</sup> grade) or in cooperation with high schools, using student volunteers</p> <p>- High school science teachers and environmental clubs</p> <p>-Neighborhood associations</p>
<p>Expand storm drain info through Kid’s Watershed display at a school, library program, or at Town-sponsored events<sup>2</sup></p> <p>Goal: educate all 4<sup>th</sup> or 5<sup>th</sup> graders annually</p>	URI Binder Section 6	<p>-School science teachers</p> <p>-Audubon Society (Eugenia Marks)</p> <p>-Local watershed groups (e.g. NRPA)</p> <p>-Stormwater Education Programs (URI Binder Section 6)</p>



<p>"Scary Dad" display (with take-home factsheet) at local schools, YMCA, libraries, youth organizations, or at Town-sponsored events</p> <p>Should be conducted in the context of broader storm drain education</p>	<p>URI Binder Section 7</p>	<p>-Elementary schools -YMCA -Libraries</p>
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**Footnotes and Ways URI Can Help:**

1. Storm drain marking:

- As we mentioned in the meeting, the true value of storm drain marking lies in the education associated with the marking itself, not the deterring power of the label on the drain. URI 101 classes have marked drains in Narragansett and are scheduled to mark in South Kingstown in September 2009. However, working with local schools to do additional marking would be beneficial.
- Das Manufacturing currently has several printings scheduled. A small order could be "piggy-backed" onto other orders to reduce costs.
- **We can help with a custom design in standard two-color format.**

2. A watershed model is available for loan from our office. A URI workshop on August 13<sup>th</sup> began the training process, so that a cadre of volunteers would be capable of taking the model into schools or to events, educating kids about stormwater issues. Both Diane Johnson and John Lawless of Narragansett and Nicole Bourassa of North Kingstown were registered, so two of the towns have some background with the model. To schedule the use of the model, contact Vanessa Venturini at 874-7142.

**When necessary, we can help adapt any of the existing materials contained within the binder, so that they are customized for the town in which they are distributed.**

**We can assist with questions or coordination with other groups.**



**Education Goal #1:**

Stormwater runoff is polluted, and it contributes to the pollution of local waters.

**Primary Audience:**

Homeowners

**Key Messages:**

- When it rains, water landing on driveways, roofs, roads, and other surfaces picks up pollutants and carries them directly to local water bodies without treatment.
- Storm drains carry water away without any treatment – anything that goes down a storm drain goes to local waters.
- Never dump anything down a storm drain. Wash water, leaves, and other seemingly harmless materials also pollute stormwater and can clog drains, causing flooding.
- Recycle motor oil at a local center; drop-off paint and other household wastes at the Eco-Depot.

**Hooks To Incorporate Within Messages:**

- Swimming, fishing, and boating are directly affected by the stormwater that goes down storm drains or flows directly into water bodies.

**Overview of Possible Methods:**

Method	Resources	Contact
Direct mail or door-to-door distribution to residents using cartoons and <i>It's That Time of Year Series</i> <sup>1</sup>	URI Binder Section 1	-Neighborhood associations -Watershed groups
Ads in the <i>Narragansett Times</i> or <i>Westerly Sun</i> , using cartoons and <i>It's That Time of Year Series</i>	URI Binder Section 1	
Op-Ed articles in the <i>Narragansett Times</i> or <i>Westerly Sun</i> , addressing general storm drain awareness	URI Binder Section 1	
Work with the towns to expand the town web content about stormwater <sup>2</sup>	<a href="http://www.RIStormwaterSolutions.org">http://www.RIStormwaterSolutions.org</a> Resources Link; Strategies Link URI Binder Section 1	
Work with the towns to incorporate stormwater education into existing recycling education efforts		

Radio ad <sup>3</sup>	URI Binder Section 7	
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**Footnotes and Ways URI Can Help:**

1. Direct mail costs could be minimized, if a.) postcards were used, or b.) the Town was divided into sections, with a phased mailing, or simply focusing on residential areas near impaired waterways, or c.) volunteer groups would agree to distribute door hangers instead of using the postal system.

**2. If you are interested in pursuing this method, we can discuss a plan in greater detail.**

We would suggest specific content to be incorporated, such as:

- links to the Town’s Annual Report and SWMPP,
- contact number to report discharges and erosion problems,
- Link to RISTormwaterSolutions.org and NRPA

We can even share some of the main images from our RISTormwaterSolutions website.

**3. We can contact an audio/video resource at URI about editing and creating radio ads,** if you want to customize the existing radio ad that we used in our statewide campaign to mention local water resources.

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**Education Goal #2:**

**Dispose of yard waste properly; especially don't dump into wetland areas**

**Primary Audience:**

Areas where dumping has been noticed

**Key Messages:**

- Never stockpile yard waste in wetlands or near surface waters; it may seem "natural," but it actually impairs water quality and causes flooding.
- Never rake yard waste toward a storm drain.
- Bag yard waste and dispose at Rose Hill Transfer Station, or compost leaves and other yard waste when possible; it can be used for mulch later.

**Hooks To Incorporate Within Messages:**

- Boating, fishing, and local swimming beaches are impacted by what goes into smaller water bodies.

**Overview of Possible Methods:**

Method	Resources	Contact
Work with the towns to incorporate the message of proper yard waste disposal into existing recycling education efforts		
Hold a Compost Bin Sale  Could be done in conjunction with the Rain Barrel Sale (see Education Goal #3)	URI Binder Section 3	-Town Recycling Coordinator -Town Solid Waste
Use the Compost Bin Sale to publicize key messages in the <i>Narragansett Times</i> or <i>Westerly Sun</i>	URI Binder Section 3	
Radio ad <sup>1</sup>		

**Footnotes and Ways URI Can Help:**

1. We can contact an audio/video resource at URI about editing and creating radio ads.

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We can assist with questions or coordination with other groups such as the URI Cooperative Extension programs.

**Education Goal #3:**

**Minimize landscaping-related nitrogen inputs to Narrow River and Point Judith Pond**

**Primary Audience:**

Homeowners of property abutting Narrow River or Point Judith Pond

**Key Messages:**

- Keep fertilizer, pesticides, leaves, and grass clippings off hard surfaces and out of the path of storm drains and direct flows to bodies of water. Sweep any product that spills back onto the lawn.
- Skip the fertilizer; mow high and leave grass clippings on the lawn instead.
- If you must fertilize, September is the absolute best time. Use only slow-release fertilizer, and fertilize sparingly.
- **Avoid using lawn chemicals near wellheads or within 75 feet of waterways.**
- Water wisely: consider letting lawns go dormant in the summer; avoid watering paved areas; consider the use of drip irrigation.
- Divert rooftop runoff away from paved surfaces and away from direct flow into bodies of water.
- Keep shoreline buffers vegetated.

**Hooks To Incorporate Within Messages:**

- Boating, fishing, and local swimming beaches are impacted by what goes into smaller water bodies.

**Overview of Possible Methods:**

Method	Resources	Contact
Create a demonstration rain garden, perhaps at a local school	URI Binder Section 3	-Neighborhood associations -Plant societies -Landscape centers
Hold a Rain Barrel Sale  Could be done in conjunction with the Compost Bin Sale (see Education Goal #2)	URI Binder Section 3	-Town Recycling Coordinator -Town Solid Waste
Use the Rain Garden or Rain Barrel/Compost Bin Sale to publicize key messages in the <i>Narragansett Times</i> or <i>Westerly Sun</i>	URI Binder Section 3	



Hold a Yard Care Workshop at the local library or at a regularly-scheduled meeting of a local group <sup>1</sup>	URI Binder Section 3	-Vanessa Venturini (874-7142) or the Cooperative Extension Center to reach a Master Gardener who can give the workshop -Local civic groups, rotary clubs, plant societies, landscape centers
Radio ad <sup>2</sup>		

**Footnotes and Ways URI Can Help:**

1. Having a pre-determined audience is essential. The Master Gardener will not hold the talk without having at least 20-25 attendees guaranteed. Having the workshop at an already-scheduled meeting (such as a Rotary Club meeting) might be the best approach.

2. We can contact an audio/video resource at URI about editing and creating radio ads.

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**Education Goal #4**

Animal waste contributes to stormwater pollution.

**Primary Audience:**

Pet owners; people who might feed waterfowl; property owners with property adjacent to water resources

**Key Messages:**

- Always pick up your pet’s waste. It’s easy to do when you’re prepared, so carry a bag with you, put the waste in the bag, and throw it in the trash – never in a storm drain!
- Don’t feed waterfowl; it causes them to concentrate in higher numbers than they would if they had to rely solely on natural food supplies, and that results in large quantities of waste that are carried by stormwater to local ponds, rivers, and the Bay.
- Create a buffer of higher vegetation on your property’s border with the water to discourage waterfowl such as geese from coming ashore. In time, they will stop feeding in areas that are not hospitable.

**Hooks To Incorporate Within Messages:**

- Fishing, boating, and swimming at local waterways are directly affected by what goes down storm drains.
- Tourism is directly tied to the quality of local water resources.

**Overview of Possible Methods:**

Method	Resources	Contact
Contact all local vets and animal shelters and ask to place the <i>Do You Scoop The Poop</i> fact sheet and/or the Bousquet Pooper Scooper cartoon in their offices; for those that use postcards as reminders, ask to use the cartoon as the postcard	URI Binder Section 4: List of RI Animal Shelters and Veterinarians  URI Binder Section 1: Fact sheet	
Radio ad <sup>1</sup>		





Op-Ed article addressing the issue of pet waste as a pollutant and/or Bousquet's Pooper Scooper cartoon (placed as an ad) in the <i>Narragansett Times</i> or <i>Westerly Sun</i>	URI Binder Section 1	
Direct mail or door-to-door visits to residents with waterfront property about buffers that deter geese populations	DEM's <i>Dealing With Resident Canada Geese</i> publication	
Signage at water bodies where people feed waterfowl		
Creation of a Town dog park or installation of pet waste stations at areas where dogs are frequently walked, including at beaches	URI Binder Section 4	-South Kingstown is building a dog park with volunteer support; using this as a publicity opportunity for the broader message seems prudent

**Footnotes and Ways URI Can Help:**

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