

Steal This Fact Sheet: Strategies For Reducing Stormwater Pollution

Lorraine Joubert and Lisa DeProspo Philo, RI NEMO Land & Water Summit March 15, 2008

Where Do We Fit In?

• RI NEMO is working in partnership with the RI Departments of Transportation and Environmental Management on a Stormwater Phase II Education and Outreach Program.



- We're helping municipalities meet their public education, outreach, and involvement requirements.
- That involves crafting messages and strategies that attempt to reduce stormwater pollution by shaping people's behaviors.

A Disconcerting Context



Spreading the word doesn't guarantee an audience's attention or understanding.

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Ever

With All Those Messages...



Environmental Literacy

According to a National Environmental Education & Training Foundation study (1997-2001):

• 2/3 of adult Americans were unable to pass a basic, multiple-choice, environmental knowledge quiz

The Fla

The Flag of Environmental Illiteracy!

 only 28% could identify the most common source of water pollution

The Good News



A 2004 Yale University survey of 1000 adults revealed:

- 88% believed toxic contamination of soil/water to be at least a somewhat serious problem
- 83% considered water quality to be at least a somewhat serious problem
- 77% were concerned about the quality of their drinking water

So Where Do We Go From Here?

Understand Your Audience.

What is the best incentive for them to adopt your suggestions?

Be Careful With Your Message.

Is it "made to stick?" If so, it'll be a SUCCESs. (Thanks to Chip and Dan Heath for that one!)

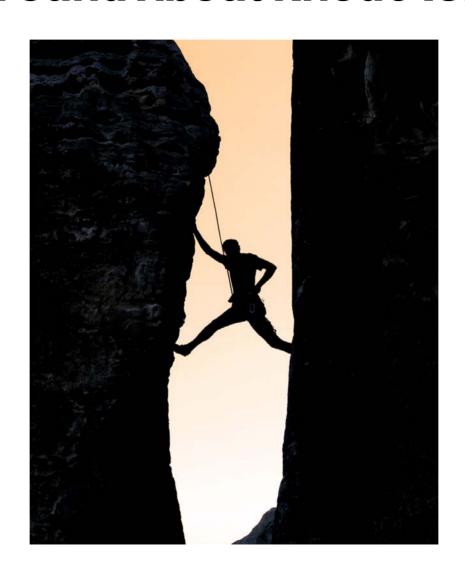
Find Partners.

NOTE: RI towns could use a few good men...and women to help them meet their obligations!

Document Your Success.

It'll help you garner future support.

Understanding Our Audience: What We Found About Rhode Islanders

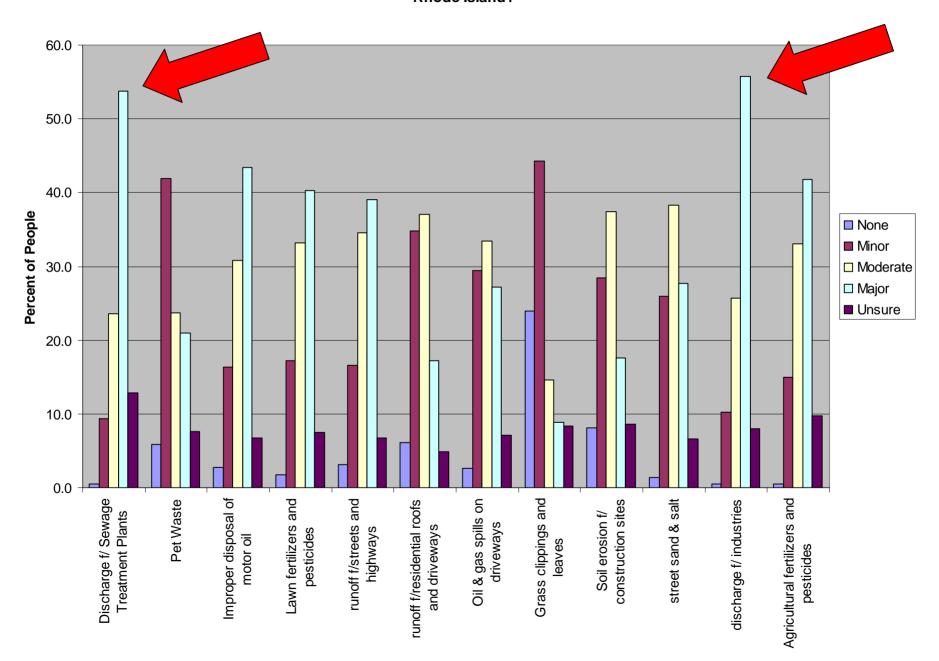


Understanding Our Audience: What We Found About Rhode Islanders

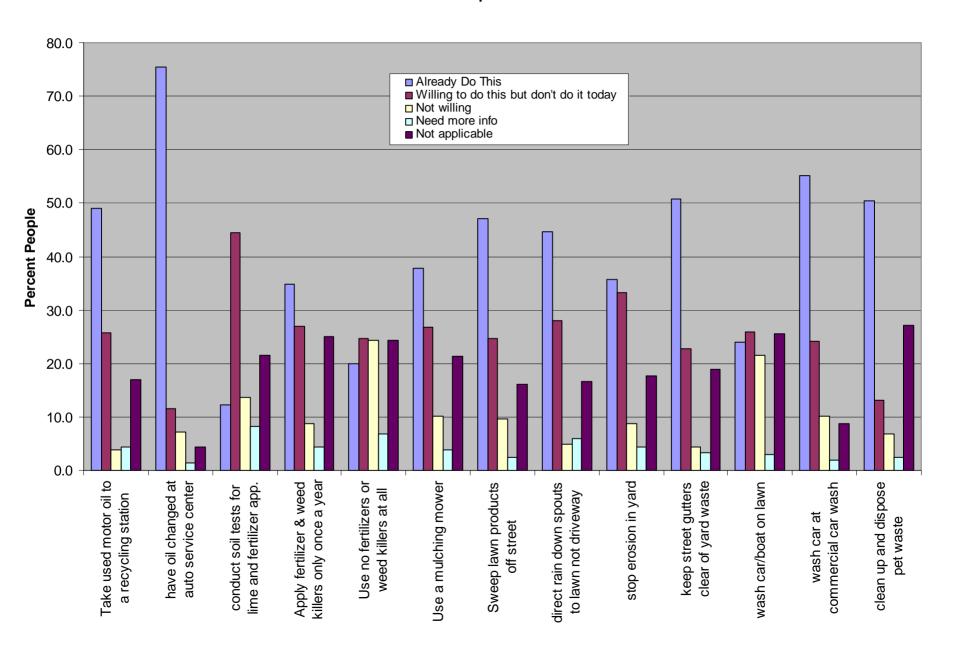
Survey says....



To what extent do you believe each of the following items is potentially damaging to water quality in Rhode Island?



Which of the following practices would you do on a regular basis if you knew that the action would help reduce water pollution?



Message in a Bottle: **Strategies You Can Use**

DRAFT MARCH 2008

How You Can Help Your Neighbors Scoop The Poop! DRAFT MARCH 2000

How You Can Help Businesses Become Stormwater Friendly!

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Get Dog Owners to Scoop The Poop!

Pet worke in a nuisance that also pollutes surface. waters contributing becteris, and nutries to

Other and suburben weas contribute to the problem when pet warte on sidewalks and streets washes into stronggaing

Parks and other popular another site of stormester contamination.

to our neighbors that they should pick up their pet's wante and that it's easy to do. Simple carry a bag



when you walk your dog.

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What Help is Out There?

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Property automorgation goal. Tests you along one can offer

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DRAFT MARCH 2500 How You Can Help Your Neighbors Become Aware of Stormdrains!

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No Filters! No Treatment!

Many people are not aware that storm drain perterns do not treat the water that flows through Det.

Consequently, many towns have made stormersin marking prodrams a requirement, as part of their responsibili-Ses toward meeting fedemi regulations regarding

Storodrain marking has a few potential benefits:

1. If people see the become more sware that whatever enters a starodrain goes diractivito local waters 2. If people see the marker, they might be less likely to dump itlegally down the drain

Toppe who are insolved with the marks ing process might be more likely to inform their neighbors and friends about what they learned.

Hopefulls, if people are more careful about what enters standales, they weter quality will be improved

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Out on Principles or Arend

Get Businesses to Become Sternwater Leaders!

Sunbactes offer a public face that makes from ideal to belo lead the movement toward better stormwater management

If a business uper a dumptiar, a leading dock toxic materials, or simple a parking lot, it's a countdate for improving its pollatice prevention prec-

There are 10 top agtig st. that businesses can adstormentar poliution:

1. Eliminate connections: to store severs. 2. Store tecordous ma-

or under cover. Make a current spill response plan and clean-up-kit sacessi4. Train employees on soli response and good housekeeping practices.

tine "dry" methods for clean up and apills.

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is the court of head Anal-ser policies and our worseless termed artises The charges year taken as important rais

Rinking Str Ste.

52. Design the site to infil-

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Use a man sink for cleaning floor mate

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50. New wetlends and should be senior clear. terials properly, inside

11. Water wisely and limit

What Help is Out There?

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What Help Is Out There?

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Finding Partners: Pilot Project, Anyone?

We have contact information for Rhode Island MS4s who are part of the Stormwater Education and Outreach Program!

Why not partner with a Town to pilot one of these strategies?



Comments?



For Continuously Updated Materials



Visit our website at:

http://www.uri.edu/ce/wq/

Be sure to check out the RI NEMO page and the Stormwater Resource Center.

Or contact us at:

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