

Stormwater Advisory Committee Ad Hoc Meeting
Statewide Media Campaign
May 13, 2008
DEM Room 280
9:00-11:00 am

In Attendance:

1	Caitlin	Chaffee
2	Margherita	Chatterton
3	Betsy	Dake
4	Bethany	Eisenberg
5	Marion	Gold
6	Diane	Johnson
7	Lorraine	Joubert
8	Allison	LeBlanc
9	Seth	Lemoine
10	Lisa	Philo
11	Eric	Scherer
12	Elizabeth	Scott
13	Jennifer	Stout
14	Kris	Stuart
15	Kate	Venturini
16	Wendy	Waller
17	Jen	West
18	Nicole	Wilkinson

9:00 Welcome and introductions - L. Joubert

9:10 Overview of the statewide survey and focus groups -Unveiling the creative concept selection - L. Philo

Comments About Cutbacks/Hose Ad:

- Water conservation messages (watering hose) not clear; detracts from stormwater pollution message. (Elizabeth Scott and others)
- Change “consumption” to “use” (Allison LeBlanc); could have the connotation of drinking water
- Stress that ad is referring to outdoor water use
- Need to explain link between water use and stormwater pollution
- Providing economic incentive statistics (e.g. water bill savings; fertilizer savings) might be motivating for audience. (Jen West)

Comments About Life Preserver Ad:

- Bay drowning ad suggests sea level rise (Jen West)
- Southern RI’s think about salt ponds, not just Bay (Diane Johnson)

Comments About Speedo Ad:

- General support for “scary” ads - Uncle Jack’s Speedo and Dad wearing socks and sandals.
- Speedo should stand out more in red or animal print.
- Questions about using “Speedo” brand - may be copyrighted?

Comments About Dad Ad:

- Could be circulated as bookmarks or stickers
- Have life-sized cut-outs at beach pavilions
- Have different celebrities dress as the scary dad; maybe a calendar?

Comments About Website:

Proposed RIstormwatersolutions URL too long - need something shorter, maybe RI stormwater

Comments About Stormdrain Awareness in General:

- Message about not dumping used oil has gotten across - now need to emphasize that "natural" materials such as grass clippings, leaves, sand, etc don't belong down stormdrain. Bags filled with dog poop are often found in drains. People willing to clean up street but don't see problem with putting trash, natural materials in a drain. (Bethany Eisenberg and others)
- Is there a correlation between stormdrain marking and behavior?

9:45 Statewide outreach strategy - M. Gold

Marion described initial outreach strategy using bus kings as most affordable, with supporting outreach with agency partners. Kick off in July at Save The Bay. Partners asked to mail their member lists regarding Kick Off, the campaign in general, and materials, once they are available.

Brainstorming Ideas:

- Partner with businesses to promote stormwater messages. Stormwater action needs to be tied to business profits or savings for the consumer, as recycling program is. (Nicole Wilkinson)
- Manufacturers of pipes and emitters used to diffuse roof top runoff may support stormwater education efforts. (Nicole Wilkinson)
- "Green" lawn care companies such as Seascape can help spread information to educate landowners about proper lawn care. (Nicole Wikinson)
- Some companies such as Walmart may have EPA fines that may be used for environmental education. (Erik Scherer)
- Tie education campaign to the Blackstone Valley business program. (Eugenia Marks)
- Educating kids - incorporate consistent stormwater info into existing programs offered by STB, Audubon, zoo, NBERR, etc.
- Meet with environmental educators to lay out strategy.
- Develop basic curriculum for a stormwater class for local schools. Organize and train volunteers - including engineers, planners, Feinstein program college students, to conduct. Make it interactive. STB has students go outside the school building to observe where water flows. Eugenia has game - "Bay animals like it clean and salty." Check with DEM fish and wildlife hatchery program and Narragansett Bay Water Pollution Control as a possible sponsor.

- Create life size display of scary dad - Display at beaches in summer (Nicole); have RJ Himes rather than John Giorski as the younger, more irreverent type (Eugenia).
- Create displays for town halls (Seth Lemoine). Wetland restoration project at a school being used for education. River councils are involved.
- Other env programs - zoo camp, Alton Jones, 4H
- Betsy Dake interested in volunteering - has watershed model that could be loaned. Nicole Wilkinson interested in organizing.
- Rain barrels available for sale through RI water lady and others.
- Need to be aware of city dweller's problems - may not have separation distance from foundation or soils may be too wet to infiltrate without getting wet basement.

Next steps

- Committee members should submit additional comments to URI staff
- URI will take comments into consideration and prepare detailed plan and website, and work with agency outreach specialists to develop.
- URI will organize meeting of environmental educators to explore environmental education for children.

Adjourn 10:45

Other comments after meeting

- RI is quirky - consider using Don Bousquet's cartoons to build on scary dad theme.
- Other private groups who may be interested in promoting education - NDS (maker of emitters), CSI - construction specification institute; PES - Professional Engineer's Society; RISPE - RI Society of Professional Engineers.