

Meeting Notes
Storm Water Advisory Committee Meeting
Friday September 28th, 2007
RIDEM, Providence, RI, Room 300
Meeting time: 9:00 – 11:30

Documents Provided at the Meeting

1. Meeting Agenda
2. Progress Overview – Stormwater Phase II Public Education and Outreach Program - URI/SRICD Jan to Sept. 2007
3. Stormwater Website Concept – Draft
4. Summary of Survey Results – Local Needs/ Interest Survey
5. Outline of Stormwater Education Messages
6. Stormdrain Marking Outreach Strategy
7. Used Oil and Household Hazardous Waste Outreach Strategy
8. Pet Waste Outreach Strategy
9. Business Pollution Prevention Outreach Strategy
10. Stormwater Communications Campaign, Statewide message Discussion
11. For Your Review: Stormwater Education Messages
12. For Your Review: Municipal Outreach Strategies
13. Research. Stormdrain Marking Outreach Strategy
14. Research. Used Oil and Household Hazardous Waste Outreach Strategy
15. Research. Pet Waste Outreach Strategy
16. Research. Business Pollution Prevention Outreach Strategy

Attendance: 30 people attended the meeting; the attendance record is below:

First Name	Last Name	Company
Eric	Beck	RIDEM
William	Boardman	Town of South Kingstown
Caitlin	Chaffee	CRMC
Ames	Colt	RI Coord. Team
Betsy	Dake	RIDEM
Gina	DeMarco	NRICD
Chris	Duhamel	DiPrete Engineering Associates, Inc.
Marie	Esten	RI NEMO
Marion	Gold	URI-CEEC
Dave	Hughes	URI-CEEC
Diane	Johnson	Town of Narragansett
Lorraine	Joubert	RI NEMO
Meg	Kerr	NBERR
Alison	LeBlanc	RIDOT
Alicia	Lehrer	Southern RI Conservation District
Seth	Lemoine	Smithfield Engineering Dept.
July	Lewis	Audubon of RI
Scott	Millar	RIDEM Sustainable Watersheds Office
Dave	Nyman	Comprehensive Environmental
Lisa	Philo	RI NEMO

David	Prescott	Save the Bay
Margherita	Pryor	USEPA
James	Riordan	Fuss & O'Neill
Eric	Scherer	USDA-NRCS
Jennifer	Stout	RIDEM
Kris	Stuart	Southern RI Conservation District
Wendy	Waller	Save the Bay
Jennifer	West	RIDEM
Kim	Wiegand	Lincoln Engineering Dept.
Nicole	Wilkinson	Joe Caseli Engineering, Inc.

Discussion Points

1. Welcome and Introductions (Lorraine Joubert, RI NEMO)
 - a. Overview of documents provided at meeting.

2. Overview of draft education and outreach materials (Lisa Philo and Marie Esten, RI NEMO)
 - a. Four education strategies for RI municipalities were briefly presented. The strategies were: stormdrain marking, pet waste, business outreach, and Household Hazardous Waste (HHW) and used oil.
 - b. The statewide message was also briefly touched upon.
 - c. Messages for each municipal education strategy and the statewide message were briefly discussed.
 - d. Advisory committee was tasked with the review of the outreach strategies and messages.
 - e. Open comment period. Comments were as follows:
 - i. Add to the statewide message that stormwater can be managed and that people can do something about it.
 - ii. Present stormwater as a resource, if captured it can be used for other things.
 - iii. Message needs to be less technical, like "Do you like to fish?"
 - iv. "Stormwater is polluted" is a hopeless message, we need to present a more positive message.
 - v. Not all stormwater runoff is polluted.
 - vi. Factoids are good ie: 1 quart of oil pollutes x Gallons of water.
 - vii. What about pet waste, what does picking it up actually accomplish, tell the listener.
 - viii. Message could be that each person's actions are important.
 - ix. It's important to get across that its you and me that cause pollution, not just the big businesses.
 - x. If we mount a negative PR campaign then we probably will not get changes in behavior.
 - xi. Focus on the one thing people can do that will be a benefit, not just a laundry list of items, that's confusing.
 - xii. Focus on children to affect behavior change.
 - xiii. We need to be positive, don't just scold people.

- xiv. Personal responsibility could be the main message with several branching messages.
3. Clarendon Group Concepts for Statewide Media and Messaging Campaign (Marion Gold, URI CEEC, Arianne Corernte and Perry Hewitt, Clarendon Group)
- a. Clarendon provided an overview on their company as well as an overview on the statewide outreach approach, cause marketing and opinion research (how to know who to target).
 - b. Target audience identified as grades 5-8 and teachers
 - c. Mad Creative, Clarendon Group's creative consultant unveiled the working creative statewide marketing concepts for review and comment.
 - d. Comments on the Statewide media campaign:
 - i. In regard to the Clam idea, several cute environmental campaigns already exist, please keep this in mind.
 - ii. The logo and tag line: "Know where it goes" is inclusive of both fresh and salt water environments, as well as being engaging and makes you ask questions.
 - iii. "The Know where it goes" tag lines needs to be updated to be related to personal responsibility.
 - iv. Tongue in cheek is good.
 - v. Concern regarding just focusing on the bay.
 - vi. Need partners to use a standard script of factoids in the campaign so we are all using the same information over and over.
 - vii. Should have a watershed connection like "Save a stream-save the Bay". 75% of the stream miles that feed the bay are little backyard streams.
 - viii. Like the concept that taking a task is someone's job (ie: picking up dog waste is your brothers job).
 - ix. Use dog Poop instead of dog Waste.
 - x. Should be able to accommodate the "selfishness" of the message, ie: what's in it for me?
 - xi. Need space on any templates for logos of funding agencies.
 - xii. Messages will help town budgets because people will be interested in helping and therefore spending money to solve problems at the town level.
4. Next steps and adjourn
- a. Reminder to volunteer for ad hoc committee.

Action Items:

1. All – Review statewide educational messages and use the document "For Your Review: Stormwater Education Messages" to comment by October 12th.
2. Sign-up for an ad hoc committee to review a specific outreach strategy and use the document "For Your Review: Municipal Outreach Strategies" to comment by October 12th.
3. Review the logo's and tag-lines provided by Clarendon using the review document. Return by October 12th.