

Stormdrain Marking Outreach Strategy

Action desired: people will mark stormdrains, increasing their awareness of where stormwater goes

Messages:

- Stormdrains carry water away without any treatment – any stormwater, fertilizer, leaves and trash entering a stormdrain flows directly to nearby wetlands, streams, ponds and eventually coastal waters without treatment.
- Never dump anything down stormdrains.
- Keep fertilizer, lawn clippings and leaves, pet waste and soapy water and pet waste from getting into stormdrains. Also keep these contaminants away from driveways, sidewalks and drainage ways where it can flow into stormdrains.
- Check to make sure you don't have any connections to a stormdrain that might carry wastewater or polluted stormwater. (some towns might prohibit connections to stormdrains from sump pumps, foundation drains, etc. even though permitted under RIPDES)

Step-by-step

Task	Who's in charge of what?		
	RI NEMO	Municipality / MS4	Volunteers
Mark the stormdrains.	<ul style="list-style-type: none"> • Contact Save the Bay to establish their involvement. 	<ul style="list-style-type: none"> • Provide Save the Bay with: a list of local elementary schools with one contact person for each; a list of 10-15 local stormdrains that you would like to be marked; funds* for Save the Bay to purchase stormdrain marking supplies. 	<ul style="list-style-type: none"> • School groups from local elementary schools (4th and 5th graders) will be doing the stormdrain marking, under the supervision of Save the Bay volunteers.
Publicize your stormdrain marking program.	<ul style="list-style-type: none"> • Prepare press release on stormdrain marking events and an article about stormdrain awareness/dumping and its connection to larger stormwater management and education efforts. 	<ul style="list-style-type: none"> • Distribute press release and newspaper article. 	

How did it work?

Task	Who's in charge of what?		
	RI NEMO	Municipality / MS4	Volunteers
Record how many students were involved in the marking event.			Keep records and provide to Town contact.
Record how many drains were marked.			Keep records and provide to Town contact.

Background on Problem: Research has indicated that people do not understand where stormdrains discharge or that stormwater is not treated before being discharged.

***Cost Information:**

The information below was taken from a Maryland website called Watershed Activities to Encourage Restoration. The costs are based on marking 100 storm drains.

Pre-made Markers that use Glue Adhesive

Pre-made markers - \$150-\$450
(depending on size, quality, and if a custom message is added)

Wire brushes (3) - \$9.00

Door hangers - \$25.00

Glue - \$50.00

Hand cleaner (optional) - \$5.00

Traffic safety vests (optional) - \$10.00 each

TOTAL ESTIMATED COST (without optional items): **\$234-\$534**

Costs of door hangers average \$200-\$300 per thousand, although bulk discount are almost always available.

Supporting Materials to be Provided:	Materials Drafted
press release on marking event	x
news article about stormdrain awareness/dumping	
stormdrain marking instructions	provided by Save the Bay