

Summary of Input from Stormwater Message Ad Hoc Committee

The following report summarizes the input from the Stormwater Message Ad Hoc Committee, expressed in their answers to the survey that was provided by URI NEMO. This input was collected in the period between June 1st (Advisory Committee Kick-Off Meeting) and June 14th (Ad Hoc Committee deadline).

Summary

After reviewing the input from the Stormwater Message Ad hoc Committee, URI is proceeding with an RFP to be submitted to a PR/Marketing/Advertising Firm, who we hope can assist in the development of a consistent statewide message. The RFP will state that we are seeking a “non-environmental” message, similar to the Chesapeake Bay campaign, but not necessarily focused on seafood. **We will be requesting volunteers to review the draft RFP.**

Survey Section A

Members of the Stormwater Message Ad Hoc Committee were asked to review the results of the voting exercise at the June 1 Stormwater Advisory Committee meeting (summarized by URI) and to list their own priorities for the 3 questions used in the group exercise.

Topic	June 1 Meeting Input	Stormwater Message Ad Hoc Committee Input
What water resource is the most important as we formulate our own stormwater education campaigns?	“Beaches” (with 48%) and “drinking water” (with 31%) were the water resources of concern for meeting attendees.	Narragansett Bay, “rivers,” Narrow River, Greenwich Bay, and drinking water were all mentioned. There was no clear consensus.
What stormwater pollutant deserves the most concern in RI?	Nutrients (42%) and stormwater volume (19%) were the top two stormwater pollutants of concern.	The Ad Hoc Committee mentioned almost all pollutants, with nutrients, pathogens, and sediment topping the list for most respondents.

Topic	June 1 Meeting Input	Stormwater Message Ad Hoc Committee Input
What is the cause of that pollutant?	Land development (52%), animal waste (16%), and septic systems (12%) were the major pollutants of concern.	The Ad Hoc Committee's most commonly cited response was lawn fertilizer .

Survey Section B

Members of the Stormwater Message Ad Hoc Committee were asked to help select an effective educational **message** for statewide use by answering a series of questions (adapted from Center for Watershed Protection). The responses to those questions were so diverse, that no clear consensus could be achieved, with the exception of the response to the first question:

Question	Stormwater Message Ad Hoc Committee Input
What is the individual behavior that is directly linked to excess stormwater pollutants?	Excess application of fertilizer on residential properties was the primary response to our question asking for individual behaviors that directly link to stormwater pollutants.

Survey Section C

Members of the Stormwater Message Ad Hoc Committee were then asked to help us select outreach **methods** by answering questions about the need for a statewide message.

Question	Stormwater Message Ad Hoc Committee Input
Is there a need for a statewide media campaign with a single stormwater control message?	The overall consensus was that a statewide message is appropriate .

Question	Stormwater Message Ad Hoc Committee Input
If so, should this be tied to other water resource concerns such as water conservation?	There was no consensus as to whether the statewide message should be tied to other water resource concerns.
Should this be tied to local messages to be produced and distributed by towns on a variety of pollution issues for different audiences?	The Ad Hoc Committee did indicate that the statewide message should be tied to local messages.

After considering the review of national media campaigns that was presented at the June 1 Meeting, Ad Hoc Committee members were asked which of the following outreach methods they would consider to be most effective in changing behavior. The following table indicates the average (mean) response as well as the range for all 6 respondents from the Ad Hoc Committee, with respect to rating the effectiveness of the suggested methods. The scale is 1 to 5, where 1 is least effective.

	Certification and labeling programs to clearly ID preferred “green” products at time of sale, as used in the Chesapeake Bay for lawn care providers.	A variety of messages generated by a municipal outreach program on controlling different pollution sources for specific audiences, such as used oil recycling for do-it-yourself oil changers.	Municipal outreach messages directed to gaining public support and compliance with local ordinances, such as requirements for new development projects to install on-lot rain gardens.	Hands on assistance in installing best management practices, such as re-vegetating shoreline buffers or installing rain gardens in private yards as in the Jordan Cove project.
Mean	3.83	2.83	3.33	3.67
Range	3-5	2-5	1-5	1-5