

Stormwater Message Ad Hoc Committee

Committee Charge: Assist in developing a consistent message for public outreach on controlling stormwater impacts.

Timeline: June 9 - 26, 2006 - 2 weeks total. Actual time investment minimal

Directions:

A. Review results of the voting exercise at the June 1 Stormwater Advisory Committee meeting (to be summarized by URI) and list your own priorities for the following 3 questions used in the group exercise. (you may disagree with the majority but please explain why).

- 1) The priority waterbody as the subject of stormwater messages.
- 2) Pollutants of concern to be controlled (rank top three).
- 3) Sources of these pollutants (rank top three).

B. Help select an effective educational **message** for statewide use by answering the following questions (adapted from Center for Watershed Protection):

1. What is the individual **behavior** that is directly linked to **excess stormwater** pollutants?
2. How **prevalent** is that behavior in the watershed population?
3. What is the specific **alternative** to the **behavior** that reduces nutrient levels?
4. What **educational messages** might be effective in changing the behavior?
5. What **outreach** methods get this message to the desired **populations**?
6. How much **individual behavior change** can be expected in the **population**?
7. How much **pollutant** reduction will this translate to at the **watershed** level?

C. Help us select outreach **methods** by answering the following questions (keep in mind Lisa's review of media campaigns):

1. Is there a need for a statewide media campaign with a single stormwater control message?
2. If so, should this be tied to other water resource concerns such as water conservation?
3. Should this be tied to local messages to be produced and distributed by towns on a variety of pollution issues for different audiences?
4. Based on your experience and Lisa's review of media campaigns, which of the following outreach methods would you consider to be most effective in changing behavior (please rank on a scale of 1 (least) to 5 (most 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 revegetating shoreline buffers or installing rain gardens in private yards as in the Jordan Cove project.

Schedule

1. Interested in serving on this Stormwater Messages ad hoc committee? Please plan to sign up by **Friday, June 9th**.
2. Please respond to Marie Esten at mesten@uri.edu to indicate your interest in participating.
3. Please complete the survey questions listed in the directions and return by email to Marie no later than **Wednesday June 14**.
4. We will summarize all responses and draw conclusions about your priorities for stormwater messages and outreach methods. We will return by email to all ad hoc committee members by **Monday June 19**.
5. If results are inconclusive or otherwise require additional input we would like to schedule a brief conference call or meeting the **week of June 20**. We will then summarize final results and make recommendations to DEM and DOT for stormwater outreach the week of **June 26**.
6. The ad hoc committee's work is completed June 26.

We will most likely be recruiting another group for further input on developing outreach messages and methods, but there is no expectation that Stormwater Message committee members will sign on for a new task.

Thank you for your participation in the Stormwater Advisory Committee and for considering this charge!