

Table of Contents

1. Basic Resources

- Consistent Messages List
- Cartoons
 - Instructions
 - Storm Drain
 - Reporting Violations
 - Pet Waste
 - Rain Barrel
 - Car Wash
- Factsheet Series
 - Instructions
 - *Where Does It Come From, Where Does It Go?*
 - *Where Do I Fit In?*
 - *Is Your Lawn Care Stormwater-Friendly?*
 - *Is Your Yard A Sponge?*
 - *What Do You Do With Household Chemicals?*
 - *How Healthy Is Your Septic System?*
 - *Making Auto Care Stormwater-Friendly*
 - *Do You Scoop The Poop?*
 - Example Use: The North Kingstown *Puddle*
- Article Bank
 - Short Articles/Bill Inserts (*It's That Time of Year Series*)
 - Instructions
 - List of articles by month
 - Articles for each month: January through December
 - Op-Ed Articles
 - Instructions
 - General Stormwater Awareness
 - Pet Waste
 - Businesses and Illicit Discharge Detection and Elimination
 - Storm Drain Marking
- Resources From Other Sources
 - Overview of Other Factsheet Series
 - *10 Simple Things You Can Do To Improve Water Quality In Rhode Island*
 - *5 Reasons Why Feeding Waterfowl Is Harmful*
 - *Dealing With Resident Canada Geese*
 - *Water Pollution Control in the Autobody Shop*
 - *A Homeowner's Guide to Protecting Water Quality in the Blackstone River Watershed (cover page only)*
 - *What You Can Do About Nonpoint Source Pollution*

2. Storm Drain Marking Strategy

- Strategy Overview
- Cost Information
- Preparation Checklist
- Permission Letter
- Liability Waiver
- Sample Introduction to the Storm Drain Marking Event
- Storm Drain Data Card
- Educational Factsheet: *Where Does It Come From, Where Does It Go?*
- Save The Bay Storm Drain Marking Brochure
- Sample Press Release
- Sample Op-Ed Article
- Example Article for Post-Marking Advertising: *The Westerly Sun*

3. Yard Care Strategy

- Strategy Overview
- Sample Flyer for Master Gardener Presentation
- Example PowerPoint Presentation for Master Gardener Presentation
- Educational Factsheet: *Is Your Lawn Care Stormwater-Friendly*
- Educational Factsheet: *Is Your Yard A Sponge?*
- Sample Article for Post-Presentation Advertising: *Jamestown Press*
- Sample Press Release for Rain Barrel Sale
- Example Flyer for Rain Barrel Sale
- Example Brochure: Rain Barrels
- Factsheet: *Rain Barrel Purchasing Information*
- Example Factsheet: Rain Gardens
- Healthy Landscapes Rain Garden Brochure

4. Pet Waste Strategy

- Strategy Overview
- Model Ordinance
- Educational Factsheet: *Do You Scoop The Poop?*
- Sample Press Release: Pet Waste Ordinance Comment Period
- Sample Press Release: Pet Waste Ordinance Adopted
- Sample Press Release: Bags-on-Board Giveaway
- Sample Bags-on-Board Coupon
- Bags-on-Board Distribution Record
- Sample Press Release: Pet Waste Stations
- Sample Op-Ed Article
- Nitrogen-Removal Calculation Worksheet
- Factsheet: Pet Waste Disposal Equipment Purchasing Information
- List of Rhode Island Animal Shelters and Veterinarians

5. Business Strategy

- Strategy Overview
- Illicit Discharge Detection and Elimination (IDDE) Ordinance Overview
- Model IDDE Ordinance
- Sample Press Release: IDDE Ordinance Comment Period
- Sample Press Release: IDDE Ordinance Adopted
- Sample Op-Ed Article
- Sample Letter to Community Groups
- Sample Letter to Business Owners, Introducing Checklist
- Business Self-Inspection Checklist for IDDE
- Business IDDE PowerPoint Presentation
- Introduction to In Business For The Blackstone Program

6. Educators and Kids Strategy

- List of Stormwater Education Programs in Rhode Island
- Stormwater Concepts for Schools and Youth Programs
- A Sample Lesson Plan (for classroom or informal education)
 - Instructions for Assembling the Stormwater Education Poster
 - Poster Narration
 - EnviroScape Model (for classroom or festival use)
 - The Stormwater Game: Instructions
 - The Stormwater Game: Assembling The Game Pieces
 - Sample of a Game Piece
 - The Stormwater Activity Book

7. Other Opportunities

- Advertising Stormwater Messages Using Life-Size Displays
 - Display Instructions
 - Display Factsheet
- Advertising Stormwater Messages Using Radio
- Advertising Stormwater Messages At Local Cinemas