



An Introduction to the Stormwater Education and Outreach Strategy

August 13, 2009

We have drafted several approaches for education and outreach about four of your priority issues: general awareness of the storm drain system and its connection to water quality; illegal connections and increased infiltration at places of business; yard waste disposal in wet areas; and pet and waterfowl waste as a stormwater pollutant.

Each educational goal specifies a target audience and offers a variety of approaches. They do not all need to be used; **let us know which of those methods seem most appropriate or feasible for you, and we can help draft a timeline for implementation and help in any development or further customization of materials. We have added footnotes to each section, highlighting tasks with which we can help.**

The table of possible education methods for each issue offers contact names. Contact information for many of those groups can be found within the relevant section of the binder we provided, *Reaching Out To Residents*. Additionally, if you are able to identify volunteers from the Town's Conservation Commission, neighborhood associations, or watershed groups, who could help coordinate some of the suggested activities, we could add that to the strategy.

Finally, during our discussion, we touched upon the idea of improving stormwater standards for individual lots. As the new *RI Stormwater Design and Installation Standards Manual* is adopted, it will be an opportune time to offer education that focuses on raising awareness about, and promoting compliance with, adopted policies or ordinances that comply with the new standards. To that end, we've attached a few example ordinances under a fifth educational goal within the plan. When you are ready to propose an ordinance update we can help with supporting education and outreach.

