Stormwater Matters
Program:
Involving the Whole Community in Cleaning Up Stormwater
SuAsCo Council is a unique non-profit alliance including:

- municipalities,
- businesses,
- environmental groups, and
- state/federal/regional government
Council mission:
To share our diverse perspectives so that we may find common ground from which to work together for the common good
“Promoting blue waters and a green economy”
Stormwater Community Assistance Program (SWCAP)

- Assists a community in meeting the Stormwater Phase II Permit requirements for public outreach and education
- Will continue to provide assistance under the renewed permit
Why Comply?

- DEP and EPA require communities to educate and involve their citizens on stormwater.
- An educated community will cause less stormwater pollution.
- Which will improve water quality & flow.
- And cost town less in maintenance.
- And improve quality of life in community.
EDUCATING THE PUBLIC
Outreach materials must be:

- Useful and applicable to the targeted audience
- Engaging
- Easy to understand
- Consistent
- High quality
- Multi-media

One secret to successful outreach is to…
Make it fun!!
Another secret:
Use good quality materials
and professional graphic design
Please help keep our local waters clean:

- Never throw, pour or sweep anything down storm drains.
- Don’t litter.
- Maintain your car to prevent fluid leaks.
- Recycle used motor oil.
- Use fertilizers and other lawn chemicals sparingly.
- Pick up after your pet and dispose of the waste in the trash.
- Support community efforts to keep stormwater clean.

For more information, visit our community’s website or go to www.stormwatermatters.org.
PICK UP AFTER PETS

NEVER PUT ANYTHING DOWN A STORM DRAIN
Make the Connection!

Storm Drains empty into Waterways!
Technically correct info developed by Stormwater Matters Committee:

- Engineering Consultants
- DPW Employees
- Municipal Engineers
- Regulatory Agency Personnel
- Educators
- Lay Public
Six Years of Products to date:

- Residential Flyer & Tabletop Display
- Lesson Plan for 5th/6th Grade & Aerial Maps
- PowerPoint Program & Media Toolkit
- Storm Drain Marking Kits & Business Flyer
- Outreach & Participation Ad Campaign
- Think Green Display and Self-Test
Everyone can help prevent stormwater pollution.
A cleaner environment begins with YOU.
Over-feeding our lawns may also green our rivers and ponds!
Go Green!

Plant a rain garden

Wash your car at the car wash

Use a rain barrel

Recycle a paint

Keep Our Waters Clean!

Stormwater is the runoff water after it rains or snows.

As it flows over the land, stormwater picks up fine, bacteria, chemicals, and other debris.

Stormwater comes into these pollutants into our lakes, ponds, rivers, streams, wetlands, and oceans.

Most storm drains flow directly into the nearest body of water, usually with little or no treatment.

Simply by putting fewer pollutants on the land, we can all help to clean up stormwater.

Please use green with your stormwater habits by following the tips in the display!

By greening our stormwater habits, we can keep our waters clean!

www.stormwatermattocks.org

Keep our waters clean without stressful stormdrains!
Social Marketing Primer

Definition:
Changing people’s behaviors long-term for the common good of society
Social Marketing

Commonly used for health issues:

- Eat fruits & veggies!
- Don’t smoke!
- Wear seat belts!

But very attractive strategy in environmental education
Social marketing elements

- Identify target audience
- Understand their perceptions
- Spin message to benefit audience
- Audience will take action (change their behavior) if they believe it will benefit them more than it will cost them
- Make the desired action more attractive than the alternative
By putting fewer pollutants on the land, stormwater will be cleaner, and so will our streams, rivers, wetlands, ponds, lakes and ocean.
Cleaner stormwater means cleaner water for drinking, recreation, and wildlife habitat.
How green
Are Your Stormwater Habits?

Take this self test to find out.
A. Litter habits:

1) I sometimes litter

2) I never litter and usually recycle

3) #2 above plus I have participated in a neighborhood, park or river cleanup
The Four P’s of Marketing

- **Product**: desired behavior and benefits
- **Price**: the cost of or barriers to making change in behavior
- **Place**: where behavior takes place or where audience thinks about behavior
- **Promotion**: how to reach your audience
Good stormwater management makes sound economic sense – protecting our water resources saves taxpayers money.
HERE'S THE POOP ON STORMWATER POLLUTION...
Please help keep our local waters clean:

- Pick up after your pet.
- Dispose of pet waste by flushing it down the toilet or putting it in the trash.
- Never throw pet waste into a storm drain or waterway.

Picking up pet waste is not only good for the environment, it’s also courteous and it gives you insight into your pet’s health.

For more information, visit our community’s website or go to www.stormwatermatters.org.
Remember:

Behavior changes takes time…

And

The marketplace keeps changing

So you have to change with it!
Residential Activities
Commercial and Industrial Activities
Development Activities
Erosion Control
Using LID
Municipal Management
CLEAR DEBRIS AWAY FROM STORM DRAINS

SUPPORT OUR COMMUNITY'S STORMWATER PROGRAM
SWCAP is a Win-Win!

- Easy to implement
- Meets regulatory muster
- Educates to change behavior
- Professional quality materials
- Consistent and engaging message
- Customized to any community
- Saves towns time and money
- Improves water quality
- Collaboration produces results!
To date 35 MA municipalities have used SWCAP tools:


and the program is still growing…
For More Information

- SWCAP tools are displayed here today
- Information hand-out
- Check out our website
  [www.stormwatermatters.org](http://www.stormwatermatters.org)
- Order SWCAP products today!
Presented by:
Nancy Bryant, Executive Director
SuAsCo Watershed Community Council
Stormwater Community Assistance Program
978-461-0735
e-mail: info@suasco.org