Changing Homeowner Behavior by Providing Incentives to Follow Stormwater BMPs

Lake Champlain International
The BLUE® Certification Program

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The Need

Urban Stormwater Runoff

- How do you get the public to think about stormwater?
- How do you effectively educate the public?
- How do you motivate the public?
The Solution

BLUE® Certification Program

• Voluntary certification program
• Consists of simple practices that reduce stormwater quantity and improve its quality

Enforcement

• Contractual agreement
• Follow-up audits
Compel the Public

BLUE®: Market Place Incentive
Incentives

• Increase home values
• Funds for property improvements
• Improve water recreational opportunities and resources quality
• Reduce the need for stormwater fees
• Improve health & safety of neighborhood
Emotions

**Exclusivity**
I’ll be the first to have a BLUE® sign on my street

**Anger**
Can’t go swimming or fishing

**Fear**
My family dog will die

**Flattery**
People will praise my efforts

**Greed**
My property value will increase

**Salvation**
It’s for the kids

**Guilt**
Pollution is coming from my lawn
BLUE® Pilot Project: Colchester, VT
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Grant funded:

- Property evaluations
  - Public Education
- Property certifications
  - Public Participation

Certified properties receive:

- BLUE® sign and decal
- Manual
- $250 per property for improvements

Free for all Colchester residents!
Grassroots Program
BLUE® Pilot Project: Colchester, VT

~740 property visits
~140 evaluations (>50% of those who answered the door!)
~30 certifications (and increasing!)

Great response from the community!
New Gutters

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I am by nature, training, and experience environmentally friendly. However when first approached I wondered how gutters would help Lake Champlain. Having planned to put gutters on the front of my house eventually; I agreed to do so earlier than I had planned. I was amazed to see that the gutters really stopped the water from running down my driveway and into the storm drain with dissolved components of oil from my driveway. Hurrah for BLUE.

Ariel Miner, Colchester, VT

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Expanding Within the Basin

- Received two more grants

Now in:

» Colchester
» Winooski
» Shelburne

Possible Results:

✓ More than 3,000 property visits
✓ More than 450 evaluations
✓ More than 125 certifications
Thank you.

Questions? Comments?

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...because a drinkable, swimmable, fishable Lake Champlain is the only option.