



Spreading the Word with Statewide Stormwater Education

A significant part of the RI Stormwater Solutions project involved taking our stormwater message directly to the public. We used a variety of methods to accomplish that, including a 2008 statewide media campaign involving RIPTA bus advertising and radio spots, a RI Stormwater Solutions website with stormwater resources and access to educational materials, stormwater articles and cartoons in mass media outlets, educational resources for schools and other educational programming, and stormwater presentations at public venues.

2008 Statewide Stormwater Education Campaign

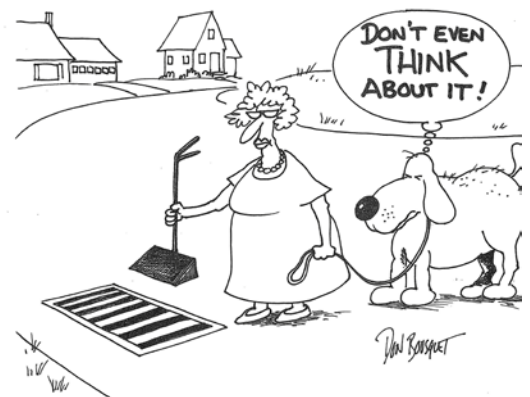
- Displayed 10 life-sized “Scary Dads” at locations and events around the state, including the Roger Williams Park Zoo, several branches of the YMCA, Save the Bay, and Audubon Educational Center.
- Aired 15- and 30-second radio spots on CLEAR Channel and WPRO stations during a 6-week time period in Jul. - Aug. 2008. *More than 216 ads were played, reaching an estimated 389,900 listeners.*
- Displayed “Scary Dad” ads for a 2-month period between Jul. and Aug. 2008 at 12 bus shelters around the state, specifically at stops where RIPTA buses pick up riders to South County beaches. *The estimated daily effective circulation for the 12 bus shelters during that time period was 104,200 viewers.*
- Displayed “Uncle Jack” ad on 15 buses (bus kings) for a 2-month period between Jul. and Aug. 2008. *We estimate 72 percent of the Rhode Island population saw the bus kings 4 times per month, for a total of 2,880,000 gross monthly impressions.*
- Created the ristormwatersolutions.org website to educate the public and provide access to stormwater resources.



The “Uncle Jack” bus king was displayed on RIPTA buses throughout the state in summer 2008.

Stormwater in the News

- Provided stormwater information to mass media outlets, resulting in more than 30 print and electronic news media publications.
- Contributed stormwater related articles to the Providence Journal, Narragansett Bay Journal, Wood Pawcatuck Watershed Association Newsletter, EcoRI News, and the RIDOT Interchange.
- Collaborated with award-winning artist Don Bousquet on a series of stormwater cartoons for print and electronic media outlets.



Stormwater cartoons created by Don Bousquet have appeared in local and statewide newspapers, newsletters, municipal websites, and other electronic news sources

Youth Education

- Purchased a total of four EnviroScape® Models for use by schools and other educational outlets for stormwater education. Trained approximately 50 educators to use the model for grades 1-12. Indoor and outdoor lesson plans aligned with RI Grade Span Expectation Standards are also available to teachers and cover topics such as stormwater runoff, watershed models, nonpoint source pollution, and runoff volume.
- Collaborated with the URI Outreach Center Learning Landscape Program to provide stormwater education through use of the EnviroScape® Model. Since 2009, the model has reached over 3000 children in grades pre-K through five.
- Collaborated with the URI SMILE Program (an academic enrichment program for underserved students) to provide stormwater education through use of the EnviroScape® Model to 320 students from six different school districts throughout Rhode Island, including Central Falls, Woonsocket, Pawtucket, West Warwick, North Kingstown, and South Kingstown. SMILE students are also planning to use the Rain Garden Manual for Student Service Projects to install a rain garden in Central Falls in 2012.
- Completed a Rain Garden Manual for Student Service projects and provided support for a boy scout troop rain garden project at the North Kingstown Chamber of Commerce, North Kingstown.



Students play the "Stormwater Game" during a Learning Landscapes stormwater education program.

Public Presentations

- Collaborated with the URI Master Gardener Program to deliver stormwater outreach to the public through presentations and use of the EnviroScape Model. Since 2009, Master Gardeners have presented to over 1200 people at various locations, including Town Council meetings, agricultural fairs and festivals, garden clubs, rotary clubs, and Earth Day celebrations.
- In 2012, we explored a new way to reach the public and expand statewide stormwater education by specifically targeting farmer's markets and other outdoor events as a venue for sharing the EnviroScape® Watershed/Nonpoint Source Model. The model was demonstrated to approximately 500 people at nine different markets or festivals from July through October 2012. This included six farmer's markets throughout the State (Richmond, Charlestown, Fisherman's Memorial State Park in Narragansett, North Kingstown, Goddard Memorial State Park in Warwick and the Pastore Complex Market in Cranston) and three state-wide events (Rhode Island Environmental Awareness Day at Narragansett Town Beach, Governor's Bay Day at Misquamicut Beach, and Explore Cranston Event at Cranston West High School).



Boy Scout Troop 1, Kingston, installs a rain garden at the NK Chamber of Commerce in July 2011.



Visitors listen to a stormwater education presentation at Fisherman's Memorial State Park in Narragansett.

