

CIC Outreach Update 7/30/14

Outreach Committee met on July 8 at the NepRWA office. In attendance: Ian Cooke, Nancy Fyler, Sarah Bounty, Julie Conroy, Phil Paradis, Danielle Domingos, Landis Hershey, Karon Skinner-Catrone, Cindy O'Connell, Jim Donovan

Concerns – or behaviors we hope to change:

Developers/Contractors need to:

- Read stormwater regs – (make info easier to access? – create an APP?)
- Push their engineers to design innovative big picture BMPs
- Keep conservation agent on NPDES circulation list
- Ask first before making field changes
- Include educational signage
- Use green infrastructure – rain gardens, pervious pavers, LID etc
- Keep sites clean of trash/debris
- Propose BMPs consistent with TMDL

Commercial/Institutional

- Need to think about surface LID BMPs
- Keep grass clippings, shrub cuttings away from waterways & storm drains
- Submit their O&M Annual Reports
- Maintain BMP's properly & on-time
- Train employees not to dump wash water into storm drains
- Sweep parking lots
- Clean storm water infiltrators
- Better dumpster management – more trash pick-ups, keep area clean/swept up, cover/contain
- Designate snow removal away from water ways

Audience should include:

Citizen Boards, Planning Boards, Conservation Commissions, Board of Selectmen, etc

Engineers

Property Managers & Corporate Headquarters

Small Businesses

Restaurants

Fire Chiefs – washing vehicles/ambulances

Realtors/Rental Association of NE – expo?

Landscapers

Hikers, bikers, canoers

Students

Methods of education/outreach:

Set up workshops in-town for local boards, or run regional meetings

- Create email list to send regular updates, featured projects, etc.

Tour of BMPs for local board members, engineers, all interested parties

Better dumpster management

- Create multi-language signs or use icons
- Visit with, send letters to property managers
- Connect with corporate offices. The incentive: save time = save money

Create recreational trails around detention basins with educational signage so people see problems

Code Enforcement– Click Fix - <http://en.seeclickfix.com/>

- Smart Phone APP – take pic & send to conservation agent or mayor/selectmen

School programs - students take home message to parents

Letters/flyers to fire chiefs, realtors, landscapers – follow up bi-annually, or more

Report cards on towns – post in newspaper/website

Reward good behavior:

- Local newspaper story
- Plaque or sign in store/business
- Business posted on website
- Feature a property/project/engineer of the month
- Show examples/photos of sites, businesses – in print & on web

****Get Board of Selectmen involved – good politically***

Next:

Neponset Stormwater Collaborative materials

- Pitch: Be a Good Neighbor! Take Pride in Your Town!

Types of materials & delivery

- Downloadable/printable pdf
- Apps? - smart apps/mobile devices – upload info to/from database
- Website - www.cleanstreetscleanwater.org
- Translations – per town basis

Create email/ mailing list – see audience (above)

Budget – per town or regional?