



DR. NEMO:

*When The Prescription Is Education,
What's A Municipal Official To Do?*

Producers: Lisa DeProspo Philo and Lorraine Joubert, RI NEMO

Date of Release: September 29, 2010

The Plot

Sorry, James. Another pair of Double-O's have this one under control.



- Leading ladies Stormwater Ryder and Outreach Galore deliver “gadgets” to municipal officials across the Ocean State (a.k.a. Rhode Island).
- These gadgets enable towns to battle the evils of stormwater, while educating the citizenry about water pollution.
- Close calls involve times when the gadgets don’t function as expected or when they can’t be used by the intended recipients!

Running Time

- Project was “up and running” in 2006
- Almost five years to showcase in the next 20 minutes!
- That means one year is now = to 4 minutes!



And if we don't finish on time, I'm sure there will be methods of dealing with that!

The Women...And Their Money

*Lorraine "Stormwater
Ryder" Joubert and
Lisa "Outreach
Galore" Philo...*



- ...funded by the RI Department of Transportation with a grant from the U.S. Federal Highway Administration "to support compliance with state and federal stormwater requirements."

The Allies

- The **Rhode Island Department of Environmental Management** provides oversight to ensure compliance with the RIDEM stormwater permit program.
- The **Southern Rhode Island Conservation District** has facilitated the development of many materials, and
- An active **advisory committee** has been integral to the program.



Tell me, Miss Money Penny. Do you think calling the DEM an ally qualifies as harassment?

The Audience

- Municipal officials, trying to meet their Phase II permit requirements
- The general Rhode Island public, who (we think!) needs to know about stormwater



The Gadgets

- In an effort to reach residents across the state, Leading Ladies Stormwater Ryder and Outreach Galore (along with their host of allies) implemented a Statewide Campaign in the Summer of 2008:

A Logo



Bus Kings



The scariest thing to hit the water since Uncle Jack showed up wearing one of these.

Dog poop, lawn chemicals, and nasty spills hitting our storm drains.
To know where it goes, visit www.ristormwatersolutions.org.



Produced by RI Stormwater Solutions with support from the Rhode Island Department of Transportation and the Rhode Island Department of Environmental Management



Bus Shelters



www.ristormwatersolutions.org

The scariest thing to hit the beach since your dad showed up looking like this.

know where it goes

Take simple steps to reduce STORMWATER POLLUTION

Dog poop, lawn chemicals, and nasty spills hitting our stormdrains. Why is that so scary? When rain hits the pavement, it picks up what's there, rushes down stormdrains, and loads steadily into our water. Before you know it, we're all swimming in polluted water. Fortunately, there's a lot we can do to keep that water clean.

For a few simple steps, visit www.ristormwatersolutions.org. Your dad? Well, you're on your own with that one.

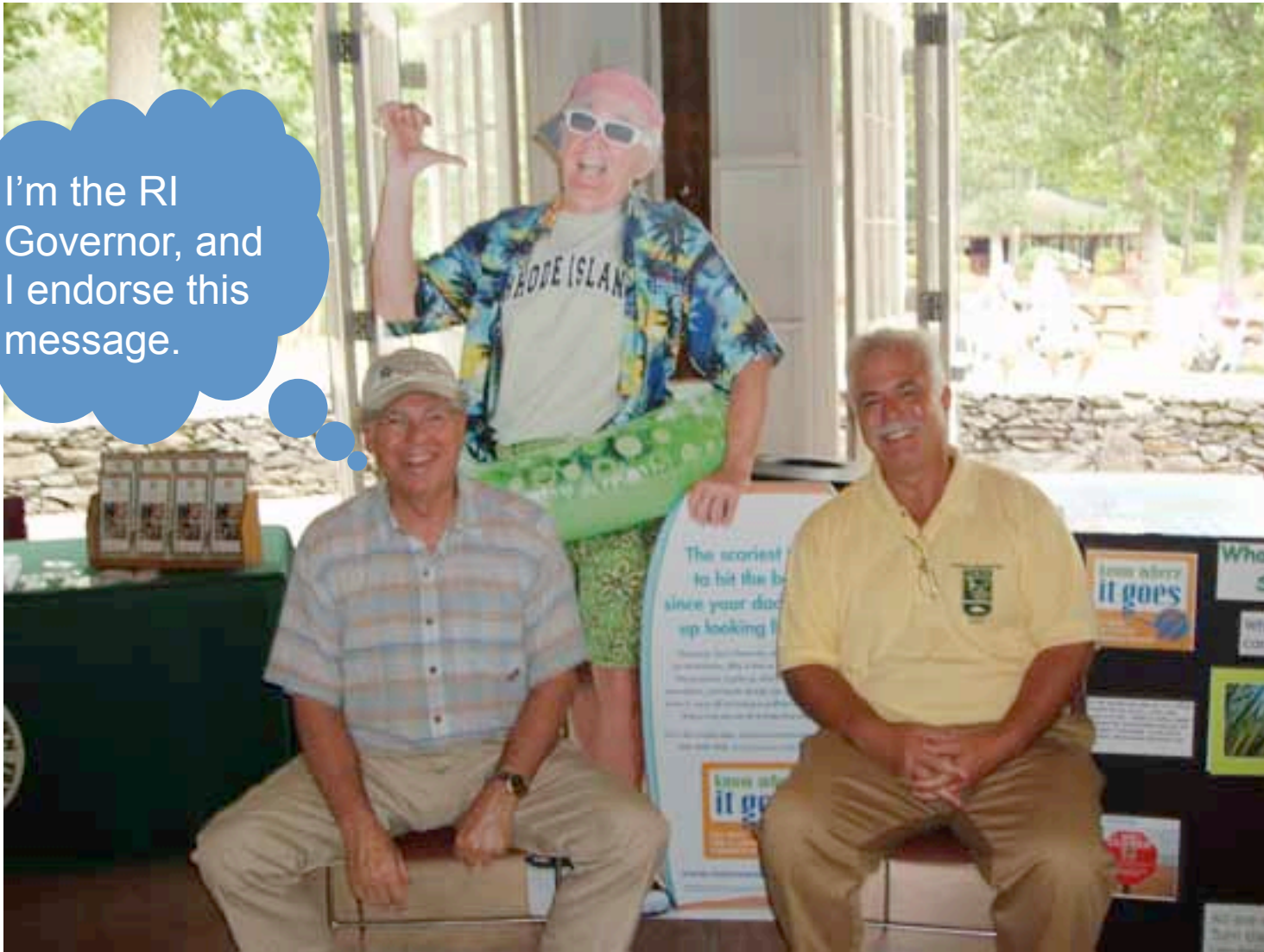
Produced by RI Stormwater Solutions with support from the Rhode Island Department of Transportation and the Rhode Island Department of Environmental Management

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Life-Size Displays

I'm the RI Governor, and I endorse this message.



The Website

The screenshot shows a web browser window displaying the Rhode Island Stormwater Solutions website. The browser's address bar shows the URL <http://www.ristormwatersolutions.org/index.html>. The website features a blue header with the logo "know where it goes" and the title "Rhode Island Stormwater Solutions". Below the header is a navigation menu with links for "Stormwater Basics", "Take Action", "Workshops & Events", "Resources", "About the Project", and "Statewide Campaign".

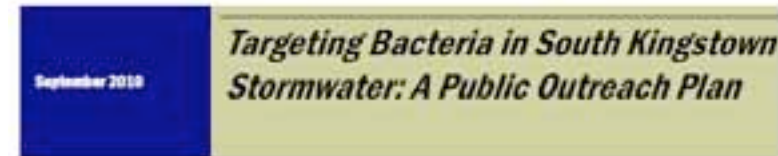
The main content area is titled "What's So Scary About Stormwater?". It includes a paragraph explaining that stormwater picks up pollutants like dog poop, lawn chemicals, and spills, which are then carried to water bodies. Below this text is a "Simple Steps" infographic with six items:

- Don't dump into stormdrains
- Water wisely
- Fertilize sparingly
- Sweep fertilizer back onto lawn
- Scoop the poop
- Recycle rainwater

On the left side of the page, there is a photo of a man in a Hawaiian shirt and shorts holding a beach ball and a life preserver, with the text "Have you seen us?" below it.

Other Gadgets: Strategies

- Pet Waste
- Storm Drain Marking
- Reaching Businesses
- Youth Education



What Do We Want Residents To Do?

- Pick up pet waste
- Stop feeding waterfowl

What Are The Messages?

- Picking up pet waste is easy when you carry a bag with you. Simply put the waste in the bag, and put the bag in the trash.
- Picking up pet waste is the law, and it's common courtesy.
- Feeding waterfowl is harmful to the birds. Waterfowl eat and die in the local water resources.
- Instead of feeding the ducks and geese, take the feeding poles or throwing another waterfowl.

Get Dog Owners to Scoop The Poop and Stop Feeding Waterfowl!

Waste, from both pets and waterfowl, is a nuisance that pollutes surface waters, contributing bacteria and nutrients.

Like you and suburban areas contribute to the problem when pet waste on sidewalks and streets washes into storm drains.

Parks and other popular dogwalking places are another site of stormwater contamination.

It is important to convey to residents that they should pick up their pet's waste and that it's easy to do. Simply carry a bag when you walk your dog.

put the waste in the bag, and throw it in the trash.

Plus, if your town has an ordinance, it's not only common courtesy, it's the law!

Helping residents understand that they are not only contributing to water pollution when they feed the geese and ducks but also are harming the animals is another method of reducing bacteria inputs to local waters.

For waste that we just dump, it adds harmful bacteria and nutrients to local waters, when it's not disposed of properly.

What Help Can RI NEMO Offer?

- Lots of local voluntary clubs and animal shelters

“We’re cleaning up the world; we thought this was a suitable starting point.”

-Diamonds Are Forever
(But we hope water pollution won't be)

Humor

GOLLY, MA, LOOK
WHAT CRAWLED OUT
OF THE STORM DRAIN!

AW, YOUR FATHER'S
BEEN OVERSPREADING
FERTILIZER
AGAIN!



Quarterly Newspaper Cartoon Ads

Names of local water
resources mentioned
here!



IT'S NO JOKE:
WHATEVER ENTERS A
STORM DRAIN FLOWS
DIRECTLY INTO OUR
LOCAL WATERS.

THE STORM DRAIN SYSTEM
PROVIDES NO FILTERS AND
NO TREATMENT.

HELP US KEEP
OUR WATERS CLEAN.

NEVER DUMP, WASH, OR
RAKE ANYTHING INTO THE
PATH OF STORM DRAINS.

Brought to you by FIDOT, FICEM, and UH
Cooperative Extension. For more information, please visit
<http://www.riskwaterolutions.org/>

Coupons

10% OFF compost

Good for 10% off screened compost at participating locations.



Take things that go to the trash down to the ground.

Offer valid at participating businesses only. Coupon must be presented for discount. Limit one coupon per purchase of specified product. May not be used in conjunction with any other offer.

For a full list of participants, visit www.ristormwatersolutions.org

Expires 12/31/10

30% OFF doggy bags

Good for 30% off a litter pickup set and litter pickup bags at the online vendor **ParknPool**



Take things that go to the trash down to the ground.

Offer valid at participating businesses only. Coupon must be presented for discount. Limit one coupon per purchase of specified product. May not be used in conjunction with any other offer.

www.parknpool.com/dog-waste-disposal/litter-pickup-set.php
To receive the discount, enter promotional code STORMH2O at checkout.

www.RistormwaterSolutions.org Expires 12/31/10

Bulk Purchase Offers



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Healthy Lawn Care Presentation
Be on the Cutting Edge with a Green, Environmentally-Friendly Lawn!

FREE OF CHARGE!
Thursday, May 22, 2008
7:00—8:30pm
Jamestown Town Hall
Town Council Chambers

Topics to Include:

- Stormwater pollution overview
- Methods for improving soil conditions
- Environmentally-friendly landscaping practices
- Lawn care basics (mowing, fertilizing, & watering)



Presented in partnership with the New Hampshire Department of Environmental Services, the New Hampshire Department of Agriculture, and the New Hampshire Department of Public Safety. For more information, visit www.nh.gov.



Dr. NEMO's Nemesis

Can I have you shaken *and* stirred?



- Municipal stormwater coordinators wear many hats.
- Most towns have not allocated sufficient resources to the task of stormwater education and outreach.

The Show's Success...

- So, in the conclusion of this show, the leading ladies are beginning to win small victories:
 - Town environmental fair held with a stormwater twist
 - Pet waste stations being installed
 - Stormwater information trickling into town publications
 - Cartoons beginning to be used
 - Direct contact for help

....And Sequel

- The soon-to-be-released sequel will feature the leading ladies striking out on their own!
- Doing work directly for municipalities, signed:



For Fan Mail

- Lorraine Joubert
(a.k.a. Stormwater Ryder)
(401) 874-2138
ljoubert@uri.edu

- Lisa DePropso Philo
(a.k.a. Outreach Galore)
(401) 874-5687
lphilo@uri.edu



Or if using a special
computing device:

www.uri.edu/ce/wq/NEMO