

Building Community Support for Stormwater Programs

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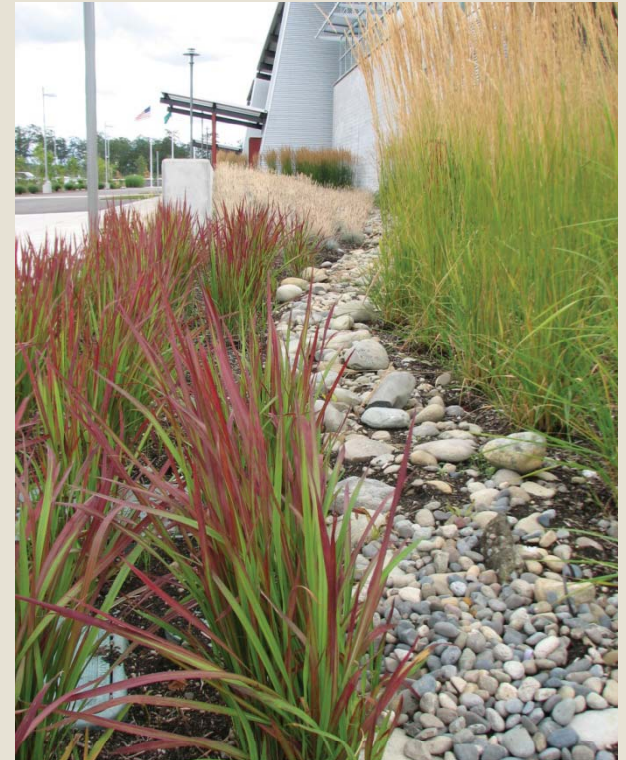
Oregon Association of Clean Water Agencies

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Overview

- Program objectives
- Assess the public's interests and motivations
- Develop and evaluate your program's message
- Enhance community connections

Stormwater matters?



Challenges in communicating stormwater

pathogens

MADL

CSO

hydrology

nutrients

UIC

LID

outfall

infiltration

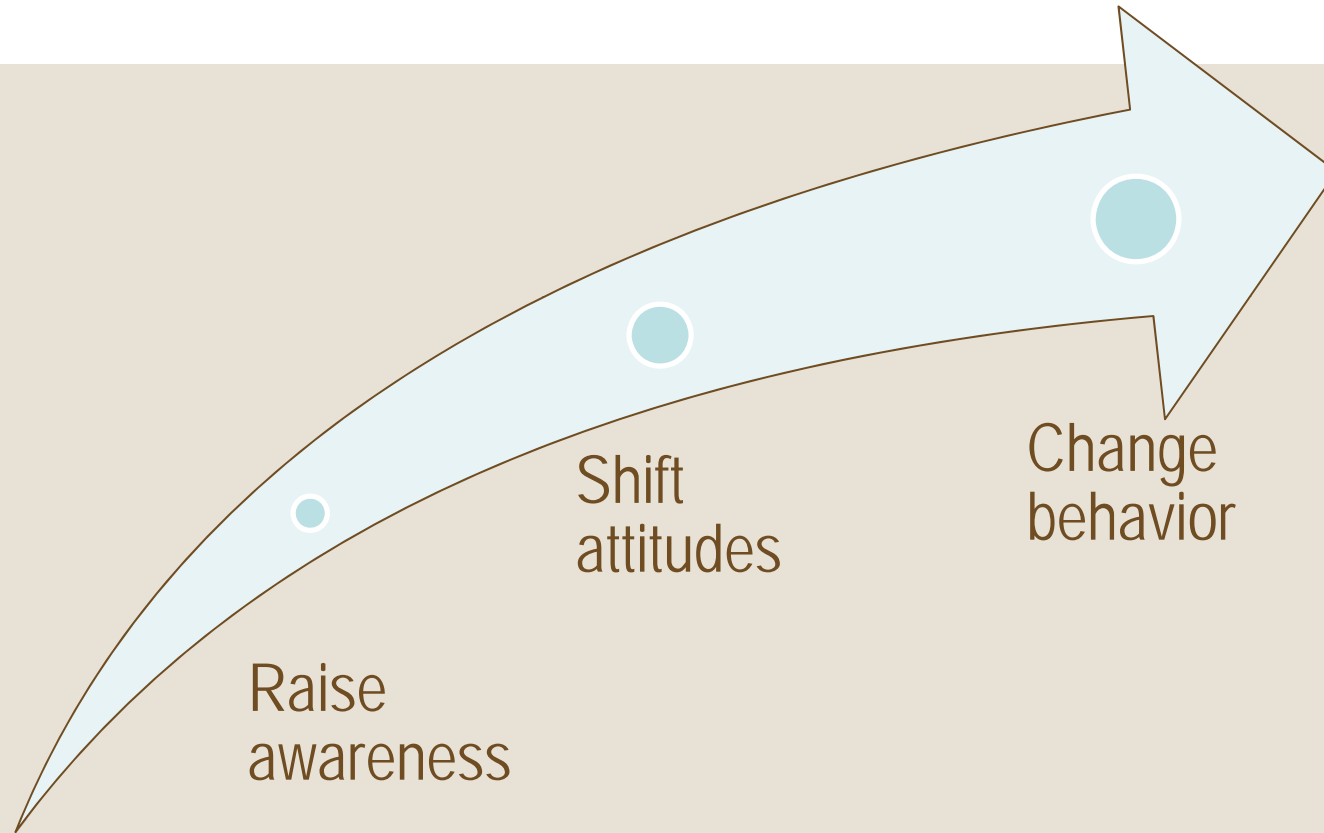
Green infrastructure

TMDL

watershed

MS4

Identify communication objectives to direct your efforts



Plan your communications to improve success



Assess your public

- Understand your target audience
- Research perceptions, behaviors, and barriers to change
- Use tools that meet your needs



Develop messages

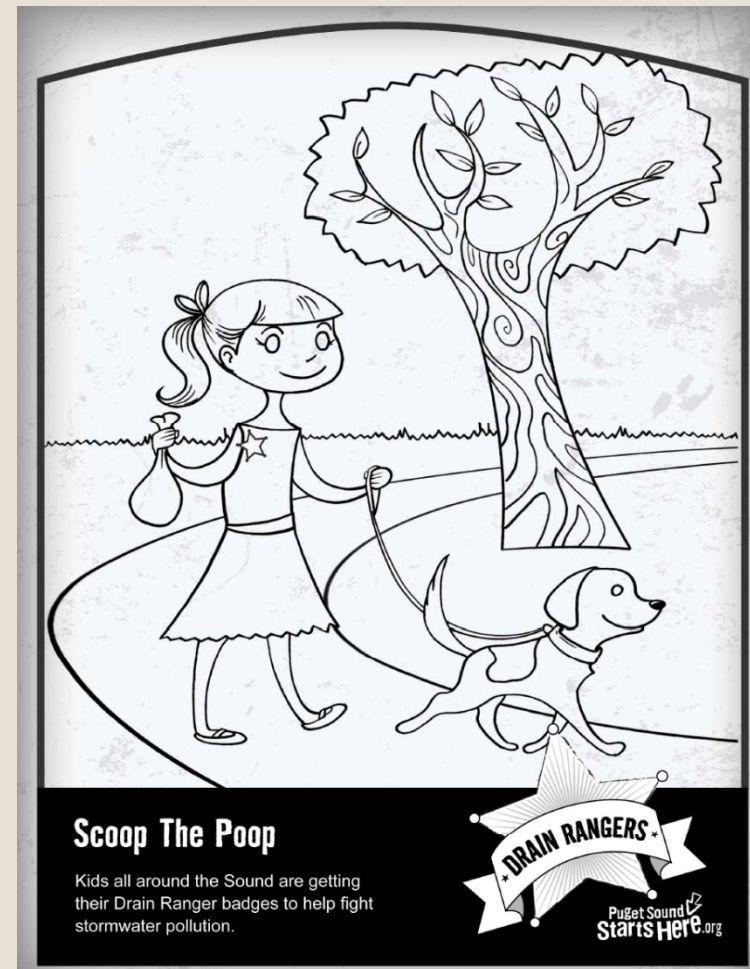
- Be consistent and recognizable
- Relate to your audience: make it inspiring, personal, practical, engaging
- Keep it simple
- Focus on benefits



Tell stories about the everyday

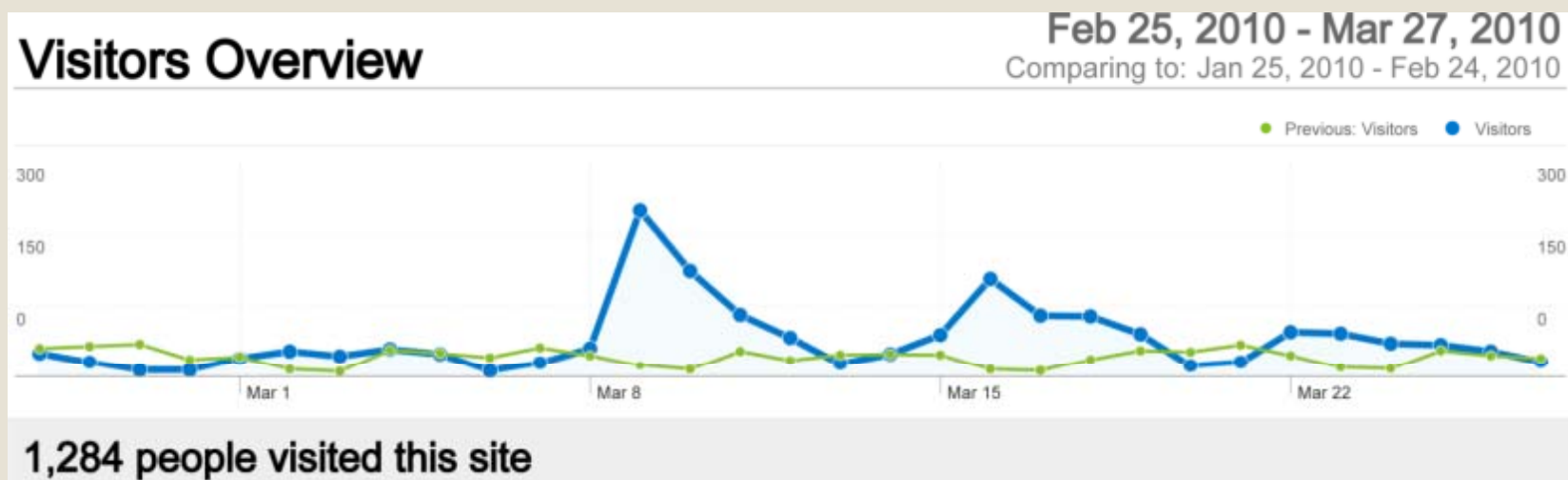


Focus materials for the audience



Evaluate your progress

- Don't leave this step behind
- Range of useful tools
- Make incremental changes



Use feedback to adjust your message



Case study: Water quality

- Project: Public education on fecal coliform in creek
- Objective: Change behavior to reduce pathogens
- Target : Businesses and residents in the watershed



Lessons learned



Case study: System capacity

- Project: Flood prevention in an urban setting
- Objective: Raise awareness about infrastructure enhancement
- Target : Neighborhood residents and utility customers



Lessons learned



Build relationships

- Encourage ownership of the system
- Use low tech tools
- Embrace the web and social media
- Celebrate your success



Questions?

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