

# Regional Priorities for Stormwater Public Outreach

## Phase I & Phase II Localities

askHRgreen.org Stormwater Education Committee

1. **Pollution Prevention to local groups of commercial, industrial, and institutional entities**
  - a. Businesses that wash/maintain vehicles (mobile auto detailing, car rental companies, auto repair shops, dealerships)
    - i. Website, blog
    - ii. Printed materials
    - iii. Bay Star Businesses
    - iv. TBD (trade workshop, video, direct mail)
  - b. Pet care/groomers/boarding companies
    - i. Website, blog
    - ii. Printed materials
    - iii. Pet-centric events participation
    - iv. Bay Star Businesses
    - v. TBD (trade workshop, video, direct mail)
  - c. Landscaping and lawn service providers
    - i. **Proper use, application, and disposal of pesticides and fertilizer by public and commercial entities**
      1. Website, blog
      2. Promotion of available certification programs (i.e. Ches Bay Landscape Professionals, DEQ certification – “Green & Clean Initiative”, etc.)
      3. Printed materials for businesses and/or citizens (i.e. questions to ask landscape providers)
      4. Bay Star Businesses
      5. TBD (trade workshop, video, direct mail)
  - d. Carpet cleaning companies
    - i. Website, blog
    - ii. Printed materials
    - iii. Bay Star Businesses
    - iv. TBD (trade workshop, video, direct mail)
2. **Proper disposal of pet and yard waste**
  - a. Website, blog, social media, enewsletter, news release
  - b. Paid media campaigns
  - c. Printed materials
  - d. Promotional items
  - e. Pet waste station grant program
3. **Public reporting of illicit discharges**
  - a. Public education on what is an illicit discharge?
  - b. Printed materials
  - c. Website, blog, social media, enewsletter
  - d. Storm Drain Medallion program
4. **Methods to minimize water quality impacts of residential car washing**
  - a. Website, blog, social media, enewsletter
  - b. Printed materials
5. **Private property owners to implement voluntary BMPs/retrofits**

- a. Bay Star Homes Regional Program
  - i. Public education on rain barrels, rain gardens, tree planting, downspout disconnects, etc.
  - ii. Promotion of local events/workshops
- 6. **Public involvement opportunities for clean-ups and restoration projects**
  - a. Regional promotion of annual cleanup programs: The Great American Cleanup, Clean the Bay Day, and International Coastal Cleanup
    - i. Website, blog, social media, enewsletter, news release
- 7. **Proper disposal of used oil and HHW**
  - a. Regional promotion of HHW collection events
    - i. Website, blog, social media, enewsletter, news release
    - ii. Seasonal media campaigns of the askHRgreen.org Fats, Oils and Grease Committee
- 8. **Locality litter prevention program**
  - a. Regional litter prevention "Team Up to Clean Up" campaign from the askHRgreen.org Recycling & Beautification Committee
    - i. TBD: printed materials, presentation materials, video

*\*Golf courses – use of Integrated Management Practice (IMP) plans and reducing runoff of fertilizer and pesticides - This is not part of regional outreach plan, will be covered by individual locality efforts.*