



# RI Stormwater Solutions

*How The Ocean State Is Taking On Stormwater*



Who Are We?

And Why Are We Here?



# Our Dual Nature

Working to inform the general  
Rhode Island public about  
stormwater

*and*

Working with municipal officials  
to meet their Phase II permit  
requirements





# Reaching The General Public: Creating A Brand



# 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](http://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](http://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 heads directly 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](http://www.ristormwatersolutions.org). Your dad? Well, you're on your own with that one.

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# On the Radio





# Life-Size Displays





# The Website

The screenshot shows a web browser window titled "RI Stormwater Solutions" with the URL "http://www.ristormwatersolutions.org/index.html". The browser's address bar and menu bar are visible. The website content includes a navigation menu with links for "Stormwater Basics", "Take Action", "Workshops & Events", "Resources", "About the Project", and "Statewide Campaign". A main heading reads "Rhode Island Stormwater Solutions". Below this, there is a section titled "What's So Scary About Stormwater?" with a paragraph explaining that stormwater picks up pollutants like dog poop and lawn chemicals. A "Simple Steps" section follows, featuring six icons with corresponding instructions: "Don't dump into stormdrains", "Water wisely", "Fertilize sparingly", "Sweep fertilizer back onto lawn", "Scoop the poop", and "Recycle rainwater". On the left side, there is a photo of a man in a "RHODE ISLAND" shirt and a beach ball, with the text "Have you seen me?". The Windows taskbar at the bottom shows the Start button and open applications like "RI Stormwater Solutions" and "Microsoft PowerPoint ...".

RI Stormwater Solutions

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http://www.ristormwatersolutions.org/index.html

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know where it goes  
Take simple steps to reduce STORMWATER POLLUTION

## Rhode Island Stormwater Solutions

[Stormwater Basics](#) | [Take Action](#) | [Workshops & Events](#) | [Resources](#) | [About the Project](#) | [Statewide Campaign](#)

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### What's So Scary About Stormwater?

Dog poop, lawn chemicals, and nasty spills. These are only a few of the things that stormwater picks up and mixes with as it rushes over the pavement in our driveways, sidewalks, and streets. Storm drains rush all this polluted water directly to the nearest stream, pond, or bay. No filters. No treatment. So the pollutants that stormwater carries wind up in the water we drink, fish, and swim. And that's pretty scary. The good news is, there's a lot we can do to keep that water clean.

#### Simple Steps

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

Have you seen me?

start RI Stormwater Solutions Microsoft PowerPoint ... 11:20 AM

# Beyond The Statewide Campaign

*Reaching Out To Residents:  
Municipal Strategies for  
Public Stormwater Involvement*





# If You Want To Know More...

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