



# Conducting Effective Stormwater Outreach



Thursday, October 27, 2011

1.5 Hour Webinar

Eastern: 12:30 p.m.–2:00p.m.

Central: 11:30 p.m.–1:00 p.m.

Mountain: 10:30 p.m. – 12:00 p.m.

Pacific: 9:30 a.m. – 11:00 a.m.

## A Watershed Academy Webinar

Join us for a webinar entitled “Conducting Effective Stormwater Outreach.” This webinar will help state and local agencies, municipalities, watershed groups and others design effective outreach initiatives. It will showcase EPA’s *Nonpoint Source (NPS) Outreach Toolbox*, which offers a variety of stormwater TV, radio and print ads and other tools. Featured products cover: general stormwater, lawn and garden care, pet care, septic system care, motor vehicle care, and household chemicals. The webinar will also feature *ThinkBlueMaine*. This successful awareness and behavior change outreach effort by the *ThinkBlueMaine* partnership included the development and airing of a 30-second Public Service Announcement (*Devil Ducks*) and the creation of posters, doorhangers and other products. Recent survey results show a marked increase in public understanding and a willingness to take actions to protect water quality. Visit [www.thinkbluemaine.org/](http://www.thinkbluemaine.org/) to see some of their effective products.

### Instructors:

#### Don Waye, Nonpoint Source Outreach Coordinator, EPA’s Office of Wetlands, Oceans and Watersheds

As outreach coordinator for EPA’s Nonpoint Source (NPS) Control Branch, Don oversaw the development of the NPS Outreach Toolbox and several guides on watershed outreach and stakeholder involvement. Prior to joining EPA, Don spent 15 years at a regional planning agency in Virginia working with numerous local governments on watershed management.

#### Holly Galavotti, Environmental Protection Specialist, EPA’s Office of Water’s Water Permit Division

Holly works with regions, states, municipalities and other stakeholders on implementing the stormwater program. She is the staff lead for recent EPA’s stormwater rulemaking to better protect waterbodies from stormwater impacts.

#### Kathy Hoppe, Environmental Specialist, Maine Department of Environmental Protection, Division of Watershed Management

Kathy has been involved in Maine’s NPS program for over 20 years and has managed the statewide NPS outreach efforts and coordinated Section 319 funded projects. For the past eight years she has also been heavily involved in Maine’s municipal stormwater program working on Minimum Control Measures I and II, and as a *ThinkBlueMaine* partner. Since 1994, Kathy has been integrating social marketing techniques in Maine’s outreach efforts.

### The Watershed Academy

The Watershed Academy is a focal point in EPA’s Office of Water for providing training and information on implementing watershed approaches. The Academy sponsors live classroom training and online distance learning modules through the Watershed Academy Web at [www.epa.gov/watertrain](http://www.epa.gov/watertrain). For more information, visit [www.epa.gov/watershedacademy](http://www.epa.gov/watershedacademy).

### Registration

You must register in advance to attend this webcast. Register at the Watershed Academy webcast website at [www.epa.gov/watershedwebcasts](http://www.epa.gov/watershedwebcasts).

**Questions?** Please contact Allison Gold, 202-566-2010, or Patricia Scott, 202-566-1292.

*The materials in this Webcast have been reviewed by EPA staff for technical accuracy. However, the views of the speakers and the speakers organizations are their own and do not necessarily reflect those of EPA. Mention of commercial enterprises, products, or publications does not mean that EPA endorses them.*



Rubber Ducky Public Service Announcements show what happens when it rains. See this great ad and other *ThinkBlueMaine* products at: [www.thinkbluemaine.org/](http://www.thinkbluemaine.org/)