

**Connecticut River Stormwater Committee  
Annual Report for MCM 1: Public Education  
Year 1: May 1, 2018 through June 30, 2019**

BMP Message Name	Message description and distribution method	Target Audience	Responsible Dept./ Party	Measurable Goal(s)	Message Dates	Message completed for Appendix F/ Appendix H	Different than what proposed in	If yes, describe why change was made
15 to the River	Video posted on social media that highlights how rain and contaminated stormwater are largest source of water pollution and how quickly these flows get to the river; with what you can do to help	Residential	Connecticut River Stormwater Committee	YouTube views: 285 See: <a href="https://www.youtube.com/watch?v=nvnGgWg-mSE&amp;t=3s">https://www.youtube.com/watch?v=nvnGgWg-mSE&amp;t=3s</a>	December 2018	MCM1	Yes	Not included in NOI because not part of program to meet required messaging. Decided that good way to introduce residents in region to stormwater issues generally.
			MS4	Add impressions from MS4 website - if applicable				
Think Blue - Fowl Water	Video posted on social media explaining that stormwater pollution carries trash, oil cigarette butts, and dog waste.	Residential	State-wide Think Blue MA for Connecticut River Coalition	# watched 10+ seconds on FB = 22,718; on You Tube = 87,482	May 31 to June 25, 2018	MCM1	Yes	Not included in NOI because not part of plan to meet required messaging. Decided that good way to introduce residents in region to stormwater issues generally.
Think Blue - Fowl Water	Video posted on social media explaining that stormwater pollution carries trash, oil cigarette butts, and dog waste	Residential	State-wide Think Blue MA for Connecticut River Coalition	Facebook impressions: 358,297 YouTube impressions: 292,655	June 23 to June 30, 2019	MCM1	Yes	Not included in NOI because not part of plan to meet required messaging. Decided that good way to introduce residents in region to stormwater issues generally.
How to soak up the rain around your home and garden	Workshop at Hadley Garden Center with interactive elements to promote understanding about stormwater and to stimulate thinking about building stormwater BMPs around the home and garden	Residential	Connecticut River Stormwater Committee	63 people from around the region participated in 90-minute workshop; participants took soak up the rain porous paving and rain garden lawn signs at end of workshop	March 2, 2019	MCM1	Yes	Not included in NOI because not part of plan to meet required messaging. Opportunity arose and decided that good way to continue promoting soak up the rain effort.
Get Wise About Leaf Litter	Flyer and social media post that promotes 4 bmps in managing leaf litter (mulch in place; compost; offer to neighbor who may compost; proper disposal) with list of local disposal locations on reverse side.	Residential	Connecticut River Stormwater Committee	325 flyers distributed at 12 of the regions larger home & garden centers; one flyer laminated and hung for display at W. Springfield Home Depot	October 1 - November 15, 2018	Appendix F & H	No	
			Connecticut River Stormwater Committee	FB impressions: 104 Impressions from PVPC regional e-newsletter: 347	October 2018			
			MS4	Add impressions from MS4 website, FB - if applicable				

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Get Wise About Your Lawn	Flyer, tri-fold brochure, and social media post that highlights problem with fertilizers and seeks to normalize practice around 4 bmps (test your soil, leave clippings where they fall, choose the right fertilizer, mow high). Also mentions restrictions on phosphorous use.	Residential	Connecticut River Stormwater Committee	FB impressions: 6,507 Impressions from PVPC regional e-newsletter: 386	May 2019	Appendix F & H	No	
			MS4	Add number of flyers or tri-fold brochures distributed; impressions from MS4 website, FB - if applicable	April - June 2019			
Think Picking up Spike's Poop is Gross? Try Swimming in It.	Poster and social media post that highlights what happens with dog waste that is left on the ground.	Residential	Connecticut River Stormwater Committee/MS4	FB impressions: 4,396	June-July 2019	Appendix F & H	No	
				Posters distributed: 125	June-July 2019			
				Add # posters distributed locally, impressions from MS4 website, FB - if applicable	July 2019			
Why should you care as a professional landscaper? Best leaf litter practices.	Personalized mailing developed with input from Umass Cooperative Extension	Business/ Commercial/ Institutional	Connecticut River Stormwater Committee	Reached 26 landscaping companies in the region	October 26, 2018	Appendix F & H	No	
Why should you care as a professional landscaper? Better land care practices.	Personalized mailing developed with input from Umass Cooperative Extension	Business/ Commercial/ Institutional	Connecticut River Stormwater Committee	Reached 127 landscaping companies in the region	May 15, 2019	Appendix F & H	No	
Best practices with residential geese	Personalized mailing developed with input from Mass Fish & Wildlife on bmps for managing geese	Business/ Commercial/ Institutional	Connecticut River Stormwater Committee	None yet.	NA	Appendix F & H	Yes	Message had been planned for June-July time frame, but meaningful long-term solution on how to manage geese not yet established. Stormwater Committee had several exchanges with Mass Fish& Wildlife in order to devise recommendations and is currently seeking good technical assistance resource for these landowners in the region with goose problems.
	Not planned for this year.	Developers				MCM1		
	Not planned for this year.	Industrial facilities				MCM1		