

Activities Tool Kit: Storm Drain Stenciling Event

How-to Guidance

Overview

A storm drain stenciling event is a method to provide public outreach utilizing children, students, or adult volunteers. Storm drain stenciling could be performed by local camps, schools, volunteer organizations, or businesses in targeted neighborhoods throughout a town or city. If children, local organizations, or businesses are involved, they can provide a draw for press coverage.

A key component in making your program effective is providing a watershed education program, like the EnviroScape activity, to volunteers before stenciling begins. See the How-to Guidance on the EnviroScape in the Activities Tool Kit. In addition, try to involve other members of the community whenever possible. For instance, put up **door hangers** on homes in the neighborhood on the day of the stenciling. Another way to increase community awareness is to issue a **press release** before the event. Lastly, get **signed permission slips for children** before they participate in activities.

Storm drain stenciling is a great way to get attention and coverage of pet waste issues, and the outreach will leave a lasting mark! The stencil should stay on the ground for at least a few months, so every person who sees it will become aware of their impacts on water pollution and storm drains.

Materials

Before Event:

- Media Advisory inviting press to attend event (example provided)
- Permission slips (example provided)

Storm drain Stenciling Event Day:

- Two to three adult volunteers for each group
- Storm drain observation recording chart (template provided) – one for each group
- Storm drain stencils – one or two for each group
- Maps with storm drains outlined (Dept. of Public Works will provide) – one for each group
- Spray paint or DPW line paint – one for each group
 - Provide paint buckets and paint brushes for children younger than age nine
- Clipboard for maps and observation chart – one for each group
- Pencils – one for each group
- Gloves – one pair for each volunteer
- Safety vests (DPW may provide) – one for each participant
- Traffic cones (DPW will provide) – two to three for each group
- Door hangers (example provided) – 20-30 for each group
- Broom and dustpan – one set for each group
- First aid kit – one for each group
- Paper towels – roll for each group
- Hand cleaning solution – one for each group
- Garbage bags – one for each group
- Camera – one for event
- Transportation for volunteers

Optional

- Cooler, ice, bottled water and maybe snacks for volunteers
- EnviroScape model or other visuals for stormwater education
- Name tags

Method

1. **Before getting started: Contact the local department of public works** for assistance with your storm drain stenciling project. You will need their permission to apply the paint, and they are an essential partner for your program - possibly providing storm drain maps, traffic cones, safety vests, and additional guidance. Decide who you will target for your volunteers, i.e., school groups, scouts, clubs, camp groups, YMCA, businesses, volunteer organizations, after school groups, etc. Consider the ages that you would like to work with and can handle for the neighborhood size, number of storm drains you are trying to stencil, and the amount of time you will have with the volunteers.
2. **Planning your event:** Identify a contact person for the organization you want to target and meet with he/she to confirm interest in participation before going further. Use storm drain maps provided by the local DPW for planning your event. Consider allowing about ½ hour to ¾ hour for getting organized, stormwater education, and stenciling training. Time for actual stenciling depends on how far volunteers need to walk and their age. Arrange for chaperones to accompany each group of two to three children under the age of 16. Work with your volunteer group contact and plan a date as well as a rain date in case weather does not permit stenciling. Be sure to invite the media to attend (media advisory template provided).
3. **Stormwater pollution and pet waste awareness training:** You can provide education about stormwater pollution and pet waste on the day of stenciling or a date before the event. Please refer to the “How to Guidance on the EnviroScape” or “Additional Resources” provided for more information.
4. **Getting started:** On the stenciling day be sure to break the volunteers into groups of two to three people. Assign a chaperone or staff member to each group under age 16. Make sure each group has a kit with the necessary materials (paint, broom, dust pan, clip board, storm drain map, garbage bags, paper-towels, first aid kit, and traffic cones), and all members of the group are wearing vests. Demonstrate one storm drain stenciling procedure to the entire group, and go over helpful hints to stencil.
5. **Stenciling procedure:**
 - a. Locate your storm drain.
 - b. Place a traffic cone in the road to alert traffic of your presence.
 - c. Select the area that will be stenciled so that passersby will see it.
 - d. Record any observation on the observation chart.
 - e. Clear off debris and sand around the storm drain with your broom and dustpan.
 - f. Place the stencil on cleared area and spray it with the spray paint in a quick, even sweeping motion.
 - g. While stenciling is taking place, one or two of the group members can hang the door hangers on neighboring houses. Never allow children to approach doorways without supervision.
 - h. As each drain is completed, make a note on the map.

Summary

Storm drain stenciling can be a great way to raise awareness about pet waste in communities. There is potential for press coverage on the day of the event to raise awareness in the community, the volunteers learn about stormwater pollution, and the stenciling itself lasts! For months to come, people will be reminded that they can positively impact water quality by keeping storm drains as clean as possible by not dumping pollutants near or in them.

Media Tool Kit: Media Advisory Template for Storm Drain Stenciling Event

FOR IMMEDIATE RELEASE:

DATE: [Date]

CONTACT: [Contact Name, Phone Number, Email Address]

Media Advisory

Pet Waste Project Sponsors Storm Drain Stenciling

You are cordially invited to join the [program name] with assistance from the [town and/or partner organizations' names] in a storm drain stenciling activity in the [road name] neighborhood. Program attendees will spray paint storm drains with “[Insert message on storm drain stencils]” messages and canvass the neighborhood with informational door hangers to raise awareness of the local water pollution caused by pet waste. Participants will meet at [meeting place] and stenciling should last for approximately two hours.

What: Storm drain stenciling activity [town name, neighborhood, and starting location address.]

When: [day of week, date, and time]
Note: Rain date will be [insert alternate date/time]

Where: [general area where you will be stenciling]
(directions below)

This storm drain stenciling project is part of a larger educational effort to address [town or area name] current water contamination problems, which include dog waste entering local waterways through storm water runoff. **Storm Drain Stenciling** is an educational effort to make people aware that storm drains connect with surface or ground water and that dumping of dog waste, oil, antifreeze, fuels, paint, leaves, grass clippings or other materials in storm drains causes damage to surface and groundwater [town specific information]. [lead organization and volunteer information] are working on special projects that promote proper pet waste pick up and disposal.

For more information, please contact [contact information]

Directions: [specific site directions]

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Example of Permission Slip for Children Volunteers

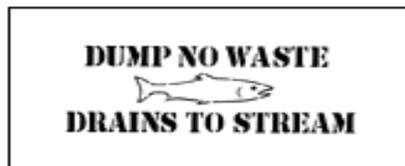
Storm Drain Stenciling in _____

On **[Day of week, date]** (rain date: **[date]**) **[Program name]** will participate in a storm drain stenciling activity in the **[street name]** neighborhood.

Background: Storm drain stenciling is an educational effort to make residents aware that storm drains connect with surface or ground water and that dumping of dog waste, oil, antifreeze, fuels, paint, leaves, grass clippings or other materials in storm drains causes damage to surface and groundwater **[relevant community specific information]**. *This storm drain stenciling project is part of a larger educational effort to address current water contamination problems in **[town or area name]**, which include **dog waste** entering local waterways through storm water runoff.*

The Day of the Stenciling: During the stenciling project, staff **(or volunteers)** from **[organization]** will be on site. There will be one chaperone for every two to three children and while **[area name here]** is a safe, low volume traffic area, campers will be given orange vests to wear to help them stand out, and cones will be placed around the drains while stenciling occurs. Stenciling should last for approximately two hours. It is recommended that all children wear old clothes, as they will be working with spray paint.

Water and Refreshments will be Provided!



Example of Storm Drain Stencil

My Child **[name]** _____ has permission to take part in storm drain stenciling in the insert **[neighborhood name]** neighborhood on **[day of week, date]** or on the alternative rain date of **[day of week, date]**.

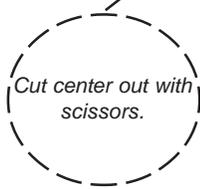
Signature of Parent or Guardian

Print Name

Date

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Example of Door Hanger Used in Dover Campaign



Storm Drain Stenciling in Dover

Let's Remove Dog Waste from the Water Pollution Equation!



Just one dog? A day's waste from one large dog can contain 7.8 million fecal coliform bacteria.

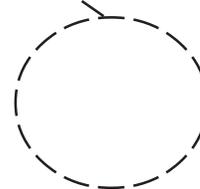
Storm drains can be found on streets throughout Dover, preventing the city from flooding when it rains. **Most of these drains empty directly into the nearest water body—stormwater does not reach a treatment plant!**

This means that **dog waste** and other pollutants left in the yard, on the street, or placed in storm drains, go straight into our rivers when rain falls.

Stenciling "Dump No Waste" next to storm drains that lead directly to the Bellamy River **serves as a reminder that our daily activities impact aquatic life.**

This project was made possible through volunteer efforts of Dover Citizens and the city Dover, and was funded by the NH Department of Environmental Services. For more information, contact Barbara McMillan at (603) 271-7889.

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Why is dog waste a problem?

New scientific evidence has shown dog waste to be a **significant source of water pollution** in Dover's streams and rivers.

- **Your Health**—Leaving pet waste on the ground may pose a risk to children and adults who can be exposed to disease.
- **Your Water**—Pet waste carries disease causing organisms such as giardia and salmonella, which can make water unsafe for drinking or swimming.
- **Your Community**—Swimming beaches and shellfish beds can be shut down due to bacterial contamination, of which pet waste can be the source.

Protecting our watersheds ...
Do your part: Scoop the Poop!



Scooping your pooch's poop isn't just a courtesy; it's the healthy and environmentally sound thing to do, **AND it's the law!**

BRING IT—Always bring a **plastic bag** when you walk your dog. So that you're never without, carry grocery or newspaper bags in your purse, pocket or car.

BAG IT—Use the bag as a glove to pick up pet waste. Scoop up the waste and turn the bag inside out around the waste.

DISPOSE IT!—Properly dispose of pet waste by placing it in a trash can, flushing it, unbagged, down the toilet, or burying it!

back

Not actual size

