

**PUTNAM VALLEY
CENTRAL SCHOOL
DISTRICT
PUTNAM VALLEY, NY**

**MS4PY1 STORMWATER
PROGRAM**

**FACT SHEET # 5
MAY 2011**

**PHASE II STORMWATER
MANAGEMENT: PUBLIC
EDUCATION AND
OUTREACH PROGRAMS**

**FOR MORE INFORMATION
VISIT
YOUR STORMWATER
WEBSITE AND/OR CONTACT
YOUR SWMP
COORDINATOR:**

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**1. PUBLIC EDUCATION & OUTREACH
PROGRAM GOALS**

The stormwater public education and outreach program goals are:

- To promote increased awareness of the stormwater program adopted by the District
- To encourage changes in the District operations relative to the impacts of stormwater pollution
- To identify outreach programs that the District can engage without encumbering significant additional costs

2. EDUCATION COMPONENTS

Educating young people about stormwater pollution and its impact on water quality can be best achieved by including the following educational materials:

- **Media:** developing a stormwater website that is easily accessible to the entire District community
- **Educational Flyers:** preparing newsletters and fact sheets on pollutants of concern, and the impacts of these pollutants on the watershed in which the District is located
- **Stormwater DVDs:** reviewing DVDs on related stormwater issues of concern

Some effort has already been made in the District to educate students through publication of newsletters and fact sheets about stormwater pollution, and its impacts on nearby streams and lakes. However, school districts can improve public education on stormwater issues by incorporating the following components into their science curriculum:

- Superintendents should instruct science teachers to **require their science students to review the stormwater website** as a part of their homework assignment
- Science teachers should encourage students to **have ongoing discussions on the impact of stormwater pollution**
- **High school students should be encouraged to prepare and make presentations** to the Board of Education and Parent/Teacher Groups on environmental activities being undertaken at the District, as a part of their Science Research Program

3. THE OUTREACH PROGRAM COMPONENTS

An aggressive outreach program is essential and must be nurtured. There are a number of programs in which the District community can get involved that will raise the awareness of the community about the importance of stormwater quality in the watershed. The following outreach strategies can be easily employed in the District to raise consciousness of the school community:

- **Environmental and Conservation Clubs:** promote student environmental clubs
- **Visits to Environmental Centers:** encourage field trips to environmental centers
- **Storm Drain Stenciling:** involve students of elementary and middle school to participate in the storm drain stenciling program
- **Partnerships with Local Municipalities:** encourage middle and high school students to partner with local municipalities in Earth Day celebrations, stream cleanups and stream water quality monitoring
- **Rain Gardens:** promote high school students to utilize a rain garden as a science research project and/or assisting the District in the implementation of a rain garden on school grounds
- **Environmental/Green Fairs:** encourage students to host environmental and green fairs focused on green stormwater practices such as rain gardens, rain harvesting and water conservation practices

4. ENVIRONMENTAL WORKSHOPS

There are a number of local environmental and educational centers that sponsor water ecology and environmental workshops. These workshops are inexpensive and offer:

- 1-1/2 or 3-hour workshops
- Can accommodate 40 to 50 students from k-12 grades
- Classes target a range of science and environmental programs including rain gardens, rain harvesting, water ecology and water quality monitoring

- Students work in groups of 15 or less
- Workshops can be provided in the morning or afternoon
- Students are welcome to have lunch at the center
- Workshops are run by the center's staff
- Cost for the workshop vary from \$8/student to \$14/student depending on the workshop duration
- There is typically a minimum charge of \$70 to \$100

5. LOCAL ENVIRONMENTAL CENTERS

Local environmental and educational centers where students can readily get to include:

- **The Audubon Greenwich Center**, 613 Riversville Road, Greenwich, CT 06831
- **The Hilltop Hanover Farm and Environmental Center**, 1271 Hanover Street, Yorktown, NY 10598
- **Teatown Lake Reservation**, 1600 Spring Valley Road, Ossining, NY 10562

6. ENLISTING YOUR SUPPORT

An aggressive education and outreach program, as required by the State stormwater permit, cannot succeed without the community participation and cooperation. Initiatives that **administrative personnel and teaching staff** can adopt include:

- Working with their Stormwater Coordinator and Stormwater Consultant in meeting the objectives of the program
- Promoting student environmental and conservation groups
- Including stormwater programs in the teaching curriculum
- Sponsoring environmental workshops at nearby environmental and educational centers