

Storm Drain Stenciling Tool Kit



Developed By



**THINK BLUE
MAINE**

www.ThinkBlueMaine.org

Contents

1. Stencil ordering information
2. Stenciling check list
3. Stenciling instructions & tips
4. Example letter to parents
5. Permission slip
6. Example news advisory (for use prior to the event)
7. Example press release (for use after event)
8. Tracking sheet
9. Door hangers
(also available for download at www.thinkbluemaine.org/toolbox)

Stencil Ordering Information

Provided by Cumberland County Soil and Water Conservation District

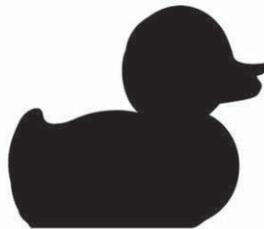
Welch Stencil Company/Welch Architectural Signage
7 Glasgow Road
Scarborough, ME 04074

Contact person: Chris Nickerson
Tel 207-883-6200 ext. 15 or 800-635-3506
Fax 207-883-8588 or 800-225-6858
chris@welchusa.com
www.welchusa.com

2009 Pricing:
First stencil: \$45
Each additional stencil ordered at the same time: \$35

Stencil Information:
Size: 24" x 24"
Wording: See below
Request the Think Blue ducky stencil

**DON'T DUMP
FLOWS TO STREAM**



PROTECT YOUR WATER

www.ThinkBlueMaine.org

Stenciling Check List

Provided by Cumberland County Soil & Water Conservation District

Group: _____

- Transportation
- Chaperones - approximately 1 adult for every 4 students
- Communicate with municipality - they may be able to help with site prep, materials, safety, etc.
- Date and time scheduled:
Date: _____ Time: _____
- Permission slip sent out
- Press release sent to local media outlets
- Presentation about storm water prepared for students
- Maps of area to be stenciled
- Door hangers
- Tracking form & pencils
- Safety vests
- Cones
- Stencil
- Paint - one can will stencil 8-10 storm drains
- Brooms - small whisk or hand brooms
- Vegetable cooking spray (optional - coat stencil prior to painting to keep paint from sticking)
- Putty knives to clean stencil after every 4 drains, or so
- Rags for cleaning
- First aid kit(s)
- Camera
- Gloves
- Trash bags
- Plastic drop cloths for vehicles

Stenciling Instructions & Tips

Provided by Aquarion Engineering Services, Portland, Maine

Materials Needed for Each Group:

- Stencil
- Paint
- Cooking spray (optional)
- Trash bags
- Whisk broom
- Paper towels
- Putty knife
- Orange vests
- Traffic cones
- Door hangers
- Tracking sheets (Street name and number of storm drains stenciled)

What to Wear:

- Old light colored comfortable clothes (they will get permanently stained!)
- Old sneakers (they will get permanently stained!)
- Gloves (optional – will be provided)
- Safety vest (will be provided)

Things to Remember:

- Be conscious of traffic
- Place traffic cones near storm drain while stenciling
- Be courteous to people in the neighborhood
- Stay on the sidewalk, not people's lawns
- Avoid parked cars, and be cautious of the wind - it can transport paint to nearby cars and buildings
- Don't approach houses with dogs that are not on a tied or in a kennel

Stenciling Instructions:

Stencilers

- Use the broom to clean area to stencil
- Place stencil on flattest area near drain, placing it so it can be easily read
- Hold the stencil down to make good contact with the pavement, if needed
- Shake the paint prior to painting
- Hold spray paint approximately 8 inches away from stencil and lightly spray in a sweeping motion
- Avoid getting paint underneath the stencil
- Carefully remove stencil (if message is unreadable do not try to repeat, move to next storm drain and use less paint)
- Clean the stencil after every three drains stenciled, or as needed. Use the putty knife to scrape paint out of the corners of the stencil
- Record the street name and number of storm drains stenciled on the tracking sheet or mark it on the map, if available

Door Hanger Distributors

- Distribute door hangers to all homes in the neighborhood

Letter to Parents

Written by Lynne Richard, Portland Water District

Dear Parents,

Did you ever wonder where stormwater goes after it enters a storm drain? Did you know that most storm drains empty directly into the nearest brook, river, pond, lake or bay? Can you imagine the pollutants that become mixed with that stormwater runoff? It's a sickening stormwater soup of nasty pollutants: oil, fertilizers, trash, detergents, cigarette butts, etc.!

In order to raise public awareness about reducing stormwater pollution of our water resources, the City of Portland and local water resources agencies Cumberland County Soil and Water District and Portland Water District have teamed up to organize the City's first ever **Storm Drain Stenciling by Students** event.

The City of Portland has designated Capisic Brook as a high priority watershed and urban impaired stream that needs attention to improve water quality. On June 10th (June 12th rain date) teams of students from Hall School and Lincoln Middle School will converge on storm drains in the Capisic Brook Watershed and, in a two hour period, will stencil each drain with a ducky and the words: "Don't Dump – Flows to Bay". The goal is that these decorated drains will inspire everyone to do their part to prevent pollutants from being placed in or near storm drains.

Drains to be stenciled are located within walking distance of the school. The City is providing maps and materials and is pre-cleaning the drain surfaces so that paint will stick. They will also cordon off or designate the areas for safety.

In order for your child to participate, the enclosed permission slip must be completed and returned to me. For more information about the stenciling event, please contact Sarah Plummer at the Cumberland County Soil and Water Conservation District by calling 892-4700 or emailing sarah-plummer@cumberlandswcd.org.

Sincerely,
(teacher's name)

Storm Drain Stenciling Permission Slip

Provided by Cumberland County Soil & Water Conservation District

Activity Consent

On (date) students from (school) will participate in a storm drain stenciling activity in (neighborhood locations) from (time). These neighborhoods are within walking distance from the school, and supervision of the students will be provided by school staff, volunteers, and staff from partnering organizations.

By signing below, I hereby give permission for my child to participate in the storm drain stenciling activity. In addition, I understand and acknowledge that participation in this activity involves inherent risks of injury to my child. I agree to indemnify (school and partnering organizations) for any costs or expenses arising out of my child's participation in the activities.

Photo Release

I grant permission for a photo/image that includes this student to be used in press releases, printed or online educational materials, or other such publications deemed appropriate by the school, municipality, or project partners.

Yes

No

Participant's name (please print) _____

Parent or legal guardian (please print) _____

Signature of parent or legal guardian _____

Date _____

This form must be signed and returned in order for your child to participate.

Example News Advisory

Written by Nicole Clegg, City of Portland

NEWS ADVISORY

Organization

Address

Website

Contact: name, phone, email

FOR IMMEDIATE RELEASE

Date

Students Take Steps to Clean Up Capisic Brook

To raise awareness of how the public can help reduce water pollution, Portland students will paint Don't Dump - Drains to Bay on storm drains

What: Next week, approximately one hundred students from Hall Elementary and Lincoln Middle School along with staff from the City of Portland, Cumberland County Soil & Water Conservation District, Portland Water District, and the Friends of Casco Bay will take part in a *Don't Dump - Drains to Bay* storm drain stenciling project. This project is part of a coordinated city-wide effort to raise awareness of how the public can help reduce the release of pollution into the city's natural water systems. Most city storm drains empty directly into the nearest body of water without being treated, which means that any trash or contaminants like oil, fertilizers, detergents, cigarette butts, and dog waste, emptied into a storm drain end up polluting local brooks, streams, ponds, lakes and the bay.

The students will be accompanied by a natural resource professional and the Portland Water District's StormMonster as they stencil and road-grade paint 300 storm drains in the Capisic Brook neighborhood. Capisic Brook has been identified as a high priority watershed for both the city and the state due to the amount of pollution release into the water through the storm water drain system. By stenciling the storm drain *Don't Dump - Drains to the Bay*, the students hope to make the public aware of the consequences of dumping pollutants into the storm drains and encourage the neighborhood to do their part to keep the city's water systems clean.

For more information about this project or to volunteer to stencil your neighborhood, contact [xx](#) or visit [www](#).

When: **Wednesday, June 10, 2009**

9:00 AM - 11:00 AM

Rain date: Friday, June, 12, 9:00 AM - 11:00 AM

Where: **Sagamore Village neighborhood starting at Hall Elementary School**

Please note: Some of the participating students cannot be photographed or filmed. For your convenience, all students will wear nametags and those with red dots indicate that they cannot be filmed or photographed.

Example Press Release

Provided by Cumberland County Soil & Water Conservation District

PRESS RELEASE

Organization

Address

Website

Contact: name, phone, email

FOR IMMEDIATE RELEASE

Date

What Are All Those Markings on Our Streets?

July 12th, Little Sebago Lake Youth Conservation Corps members descended on Routes 302 and 115 in Windham sporting spray paint, orange vests and stencils. While this might seem suspicious, they were there to assist with a water quality education campaign for the Town of Windham and the Cumberland County Soil and Water Conservation District by stenciling Windham's storm drains.

In this public awareness initiative, YCC members painted a stenciled message: "Don't Dump Protect Your Water" on approximately 100 storm drains on public and private streets around Routes 302 & 115 in Windham.

This stenciling project aims to make people aware of the fact that storm drains are not connected to a public sewer. As a result, anything that flows into them will not be treated, but drains directly to the local streams. Under no circumstances should anyone dump anything down storm drains! In addition, it is important for people to realize that all products that are applied to their lawn and gardens also have the potential to be carried down the storm drain by rainwater .

Each individual property can contribute to the cumulative decline of water quality in our local streams and rivers. Look for the Rubber Ducky ads airing on television and radio right now and check out www.ThinkBlueMaine.org to find out more about what you can do to reduce your impact to local water quality. For additional information regarding stormwater issues in the Town of Windham, please contact Roger Timmons at the Community Development Department, 892-1901 or Tamara Lee Pinard at the Soil and Water Conservation District at 892-4700.

Storm Drain Stenciling Tracking Sheet

Provided by Aquarion Engineering Services, Portland, Maine

Date: _____

Group: _____

Street Name(s): _____

Number of storm drains stenciled: _____

Street Name(s): _____

Number of storm drains stenciled: _____

Street Name(s): _____

Number of storm drains stenciled: _____

Street Name(s): _____

Number of storm drains stenciled: _____

Street Name(s): _____

Number of storm drains stenciled: _____

FOLLOW THE FLOW



Where does water go?

FOLLOW THE FLOW



Where does water go?

FOLLOW THE FLOW



Where does water go?

We stenciled the storm drains in your neighborhood!

Not all water that falls on your property soaks into the ground. As water flows off your property, it can wash pollutants, such as soil, lawn chemicals and pet waste into storm drains, which flow directly to where we fish, what we drink and where we swim.

It's up to all of us to protect our local rivers, lakes and bays from polluted runoff. Watch the path water takes, and find ways to slow it down, spread it out and soak it in.

Tips for preventing polluted runoff on your property:

- Direct gutter downspouts to a rain barrel or vegetation
- Wash your car on the lawn or at a car wash
- Pick up after your pet and dispose of it in the trash or flush it down the toilet
- Reduce your use of fertilizers and pesticides
- Never dump anything down a storm drain

Learn more by visiting
www.ThinkBlueMaine.org



We stenciled the storm drains in your neighborhood!

Not all water that falls on your property soaks into the ground. As water flows off your property, it can wash pollutants, such as soil, lawn chemicals and pet waste into storm drains, which flow directly to where we fish, what we drink and where we swim.

It's up to all of us to protect our local rivers, lakes and bays from polluted runoff. Watch the path water takes, and find ways to slow it down, spread it out and soak it in.

Tips for preventing polluted runoff on your property:

- Direct gutter downspouts to a rain barrel or vegetation
- Wash your car on the lawn or at a car wash
- Pick up after your pet and dispose of it in the trash or flush it down the toilet
- Reduce your use of fertilizers and pesticides
- Never dump anything down a storm drain

Learn more by visiting
www.ThinkBlueMaine.org



We stenciled the storm drains in your neighborhood!

Not all water that falls on your property soaks into the ground. As water flows off your property, it can wash pollutants, such as soil, lawn chemicals and pet waste into storm drains, which flow directly to where we fish, what we drink and where we swim.

It's up to all of us to protect our local rivers, lakes and bays from polluted runoff. Watch the path water takes, and find ways to slow it down, spread it out and soak it in.

Tips for preventing polluted runoff on your property:

- Direct gutter downspouts to a rain barrel or vegetation
- Wash your car on the lawn or at a car wash
- Pick up after your pet and dispose of it in the trash or flush it down the toilet
- Reduce your use of fertilizers and pesticides
- Never dump anything down a storm drain

Learn more by visiting
www.ThinkBlueMaine.org

