



Community Grants Program

New York State Pollution Prevention Institute (NYS P21) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

Stormwater Pollution Prevention Public Education Campaign

Organization & Contact Information

Erie County Department of Environment and Planning
95 Franklin Street
Buffalo, NY 14202
<http://www.erie.gov/stormwater>



WNY
Stormwater
Coalition



Project Description

The Erie County Department of Environment and Planning (ECDEP) coordinates, supports, and implements programs and projects that improve the quality of life in Erie County. In 2002, ECDEP brought together over 40 Municipal Separate Storm Sewer Systems (MS4s) in Erie and Niagara counties to form the Western New York Stormwater Coalition (WNYSC). Through various outreach and education campaigns, ECDEP has been teaching the public, municipalities, small businesses, and institutions how to prevent stormwater pollution.

The goals of this project were to educate the residents and community in Western New York to reduce the use of toxic chemicals and protect water quality. The project involved a multi-media approach to delivering a strong and consistent educational message to all populations no matter the level of education, primary language spoken, or income level. This was accomplished through multiple educational formats including: radio spots, public transportation interior banners and exterior advertising, and promotion of informational websites.



Project Results

- **580 radio spots were aired on three radio stations targeting litter and pet waste.** The spots ran during the morning, afternoon, evening and weekend airtime. In addition, the audio clips were streamed on the station's website and can also be found at www.erie.gov/stormwater. Over 7-weeks on three stations, an estimated 314,600 listeners were reached approximately 9.4 times each.
- **The public transportation advertisements consisted of 20 tails (posters on the back end of buses) and 50 interior rail posters.** For the 8-week duration of the bus advertisements on 20 buses, the estimated reach was 735,967 people at an estimated frequency of 5.2 times.

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