

BLUESTEM

communications

Supporting coalitions • Building capacity • Inspiring action



22 years of environmental communications experience in the Great Lakes region

Our 7 person staff includes scientists, communications and public engagement experts.

SERVICES INCLUDE:

- Public Opinion Research and Audience Analysis
- MS4/Stormwater Education and Outreach
- Communications strategy and campaigns

Our Process: Use scientific techniques to develop and test values-based communications.

This process produces clear, compelling environmental messages that inspire changes in behavior.



IF THEY ONLY *KNEW*...



PEOPLE MAKE DECISIONS WITH THEIR HEADS.



(HEART)



(GUT)

In other words, people make decisions based on their values, not just the facts.



Recent Stormwater Education and Outreach Projects

City of Lexington, KY

City of Highland Park, IL

City of Dublin, OH

DuPage River Salt Creek Workgroup

Lower DuPage River Watershed Coalition

Rock River Watershed

Metropolitan Water Reclamation District

Pilot Study

CITY of **DUBLIN**, OH

It's **GREENER** in Dublin!

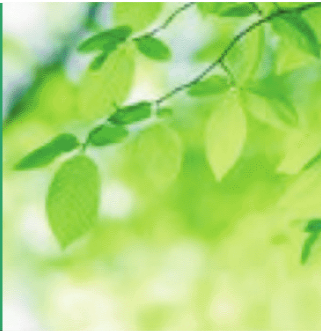


CITY of DUBLIN, OH



But green ALGAE is NOT the kind of green we want to be known for.

Green trees.



Green lawns.



Green algae?

As Dublin grows, mismanaged leaves could cause problems in our waters, like algae.



From the Scioto River and Indian Run Falls to detention ponds and fountains, Dublin's waters, along with pristine lawns, landmark trees and colorful gardens, define our city. It truly is greener in Dublin! But not all green is good. Decomposing leaves can turn our local waters green with algae, and that's **not** the kind of green that we want to be known for.

As Dublin continues to grow, mismanaged leaves can cause greater problems. Leaves that are left in the street can be washed down storm drains where they can cause algae.

This Fall, the City mandates that all residents who participate in the leaf pickup program rake leaves to the grassy area between the street and the sidewalk. This simple action will help the City do its job while keeping Dublin green—and algae-free.

City Guidelines for Safe and Efficient Leaf Collection

- 1 Collections are based on a two-zone system. Find your zone on the map included with this mailing.
- 2 Put the attached stickers on your family calendar to remind you of your neighborhood's specific pickup dates.
- 3 The weekend before your scheduled collection, rake leaves to the grassy area between the street and sidewalk. Never put leaf piles in the street.



The right way to rake leaves. Piles of leaves in the street can clog drains and pose a serious safety risk to playing children. Always rake leaves to the grassy area between the street and sidewalk.

Leaf piles will not kill grass, although they may cause it to temporarily discolor. The grass will grow back, rich and green, in the spring. To prevent grass from discoloring, rake your leaves immediately before your scheduled pickup date.

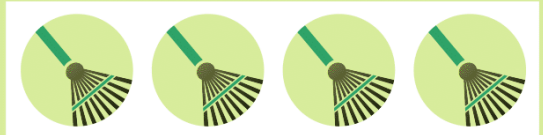


City of Dublin Guidelines for Safe and Efficient Leaf Collection

Leaves that are left in the street can be washed down storm drains where they can cause algae. If you plan on participating in the City's leaf collection program this Fall, you must rake leaves to the grassy area between the street and the sidewalk. This simple action will help the City do its job while keeping Dublin green—and algae-free.

- 1 Collections are based on a two-zone system. Find your zone on the map. **Put the attached stickers on your family calendar to remind you of your neighborhood's specific pickup dates.**
- 2 The weekend before your scheduled collection, rake leaves to the grassy area between the street and sidewalk. Never put leaf piles in the street.
- 3 Collections occur in your zone beginning on the Monday of each pick-up week between 7 a.m. and 6:30 p.m. Have your leaves at the curb by 7 a.m. the Monday of each pick-up week. Collections will take the entire week to complete in each zone.
- 4 Residents can still bag leaves in biodegradable bags for weekly curbside yard waste pick-up on weeks when the City crews are not doing leaf collection in their neighborhood/zone.

Use these stickers to remind you of your specific leaf pickup dates so leaf piles won't have to sit too long.



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Calumet Stormwater Collaborative

- What resident habits do you most want to encourage to reduce stormwater pollution or flooding?
- How do you track property improvements & maintenance in your city?
- What's your top stormwater management priority?