



# NonPoint Source Times

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## YardScaping in 13 Southern Maine Communities

YardScaping is a statewide effort to inspire Maine people to maintain their yards for the safety of kids, pets and the environment by reducing the use of fertilizers, insecticides and herbicides (<http://www.yardscaping.org/>)

The Cumberland County Soil and Water Conservation District, in partnership with 13 municipalities who are obligated to provide stormwater education, has adopted the statewide YardScaping program and focused YardScaping on providing people with the tools they need to create a "Lush, green lawn that is safe for kids and pets."

In order to create a program that the target audience would respond to it was important to identify what the issues were, who the audience was and how best to reach that audience. A phone survey was carried out for the 13 communities that identified that 18% of the people hired a lawn care company and 68% were do-it-yourselfers. When people were asked, "What would most encourage you to use more natural weed and bug control methods?" Fifty two percent responded, "Protect the health of kids and pets."

MDEP funded lawn care focus groups that helped to identify that the ducky ad that had been running in Maine for the last three years had created a brand that people identified with. The phone survey and focus group information was then utilized in the development of the brochure, accompanying handouts and website ([www.cumberlandswcd.org/yardscape.htm](http://www.cumberlandswcd.org/yardscape.htm)), which all incorporated the ducky in order to brand the YardScaping program as part of the ducky effort.

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The focus groups also identified the spot that lawn do-it-yourselfers think about what they applying to their lawns is when they are in the store. We decided to pilot a point of sale program in the City of South Portland in

order to determine if we could influence buying practices by having information at the point of sale. The effort involved enlisting four stores to participate in the program - a garden center, two hardware stores and a lawn and garden machine shop; educating store employees about healthy lawn care practices; creating lists of approved items for promotion through the ducky program; and advertising the participating stores through brochures, posters and ads in the local paper.

The point of sale pilot has been a success, particularly in the hardware store that opted to install a display at the end of an aisle that highlighted the handouts and the products. We are currently compiling the data from the point of sale effort and plan to expand the effort to both larger hardware retail stores in South Portland as well as to other communities within the 13 municipality partnership.

The phone survey and focus groups also identified that people who really want the perfect lawn but are also concerned about the health of kids and pets are willing to spend time to get more detailed information about healthy lawn care. We attempted YardScaping Socials – an informal neighborhood gathering held at someone’s house to share healthy lawn care practices. It was determined that lawn care is very personal and while people are interested in learning more about what they can and should do, they are less inclined to want to have someone at their house to share that information.

Do to the interest in getting more information, but the unwillingness to host a YardScaping social, we decided to take advantage of established mechanisms such as adult education programs and home owner association meetings. We had great success with both and we plan to expand our adult education offerings to all thirteen communities this coming January through May.

Keep checking our website ([www.cumberlandswcd.org/yardscape.htm](http://www.cumberlandswcd.org/yardscape.htm)) for new additions. It is our intention to add a section that provides “how to” details for those interested in starting their own programs.

Tamara Lee Pinard, Senior Project Manager, Cumberland County Soil and Water Conservation District. (207) 892-4700 or [tamara@cumberlandswcd.org](mailto:tamara@cumberlandswcd.org)

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The River Management Society will be holding a national-level symposium entitled "Branching Out From the Mainstream" from May 12-15, 2008 at Eastland Park Hotel Portland, Maine. Registration is anticipated to be approx. \$350. There is a student paper contest. The 3 major tracks will be: Managing Public Use on Rivers; Conservation and Restoration; and Partnerships, Collaboration, and Planning.

For more information visit: [www.river-management.org](http://www.river-management.org) and click on "Symposium."

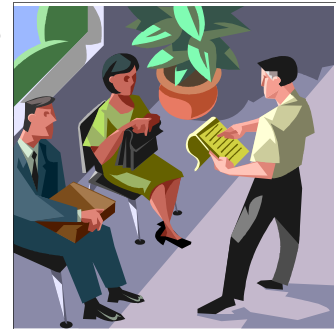
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## More Effective Outreach Includes Surveying

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*(Editors note: The following is an excerpt from “Administering an Intercept Communications Survey by Market Decisions. This guide was prepared for Maine DEP to assist 319 funded project and stormwater communities in developing more effective outreach programs. A copy of the complete guide, along with the survey and Excel spreadsheet contact [kathy.m.hoppe@maine.gov](mailto:kathy.m.hoppe@maine.gov) or 207-760-3134.)*



### Why Conduct a Survey?

Surveys can be conducted to diagnose a problem or to track progress towards a solution.

The survey and method for collecting data that we are suggesting here are most useful in tracking progress towards a solution - meeting communications objectives.

Research to understand the problem of how to effectively communicate about storm water runoff has already been conducted by the Maine Department of Environmental Protection and is available to use in planning efforts.

This survey will help you understand where you are in the communications process in order to focus on the right types of communications at the right stage.

### Stages of Communications

Think of your communications as having different purposes at different times. We use a simple mnemonic to remind of us these steps: A-I-D-A, which stands for Awareness, Interest, Decision/Desire and Action.

Awareness. Before your target audience will change behavior or do what we want them to do, they must be aware of the action we expect. This is obvious, but if it's not on the audience's "radar screen," it won't happen. Your first challenge is to put the action you desire on the target audience's radar. Generally this means communicating with enough "reach" so all the segments of your audience are exposed to the message and with enough "frequency" to drive the message home.

Our survey includes questions on awareness so you can track progress in this regard.

Interest. In order to act, the action must be of some interest to the target audience. There must be some benefit, real or perceived. These benefits can be personal, for example, "this action will reduce runoff into my lake" or it may be more general, for example, "it will protect the water we all share." Either way, the benefit of an action should be made clear in communications.

Our survey includes questions on the benefits of action so you can track whether communications have made progress on developing interest.

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Desire/Decisions. A passive interest is generally not enough to spur action; respondents must be emotionally committed to act. Generally this means that a fear or a desire must be connected to the action. For example, citizens might fear polluting a pristine lake where they have a home or camp, thus reducing their enjoyment of the property and value of their property. Or they might desire to leave a legacy for future generations. Either of these concepts provides motivation rather than simply citing the benefit of an action. If individuals don't bite on more simple benefits, then emphasis of these stronger fears and desires are necessary.

The survey tracks likelihood of action.

Action: Of course the objective of communications is to spur action, but we keep action as a separate stage of communications for two reasons. First, the tools for action must be accessible. This means that if an individual is motivated to landscape in a natural way, they need easy access to information on how to do this. We need to know if tools are available. Second, there is a gap between a commitment to act and the action itself. Because of this gap, the reasons to act must be continually reinforced.

### Survey Options

Of course there are several ways to collect research data, and the survey could be used with many of them. An understanding of the limits of other methods will help you understand why we recommend the use of intercepts.

Focus Groups: These consist of a discussion among a group of people, usually 8-12, moderated by a trained facilitator. They are great for initially exploring a problem as a skilled moderator can coax what individuals really think and do, but they are less useful for tracking progress towards a goal. We suggest a quantitative method instead.

Mail Out Surveys: In this case, a survey is simply mailed out and then returned after a respondent completes it. These are often favored because they are thought to be cost effective. Actually, if done correctly, they do not cost less than other methods. In addition, response rates are low; only 15-40% are likely to mail back a survey. This means that per response costs are high. Also, respondents self-select, some respond and some don't. For example, if you send out the mailing in an envelope with a soil and conservation district logo or address on it, those that are predisposed to the organization may respond but others may not be inclined to do so. This and the low response rates mean that mail out surveys can be less reliable than the surveys we recommend. We suggest that a mail survey only be used if it goes to a membership organization – a lake association, for example. In this case, all respondents may have a similar interest.

Internet. Again, this appears to be a very cost effective and convenient way to conduct a survey, but response rates are very low – often just 5-10%. Most people are inundated with e-mails and find it fast and easy to delete anything that requires their time. Another problem is that some people do not use computers and others do not use e-mail addresses. These respondents' opinions would be left out from an internet survey. Conversely, an internet survey would be a good way to poll a lake association or some other membership organization, if nearly all members have e-mail addresses.

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**Telephone.** Randomly calling respondents in an area generally produces the most reliable and therefore representative data. However, conducting this type of survey requires development of a truly random list of numbers for an area, and it requires trained interviewers. Without this training, interviews become conversations and instead of providing objective information, the responses are influenced by the interviewer.

**Intercepts.** These require intercepting a respondent in a high traffic area such as a local market or supermarket and asking respondents to answer questions in a short survey. As long as the location is frequented by most or all of the people in a community, these will provide acceptable representation of the community as a whole. They are also easy for a community group to organize since they require just a day or two with two or three interviewers rather than many nights of work. Since they are short and most respondents want to move on quickly, the opportunity for interviewers to influence responses through long conversations is less.

We are suggesting the use of intercepts because they are a simple and effective means for local organizations to track progress against communications goals.

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### **New Hampshire Could Lose \$51 Million Should Perception of Water Clarity of Lakes and Rivers Decline**

NHRC in conjunction with the Lakes, Rivers, Streams and Ponds Partnership has released the latest economic impact study: [The Economic Impact Of Potential Decline in New Hampshire Water Quality: THE LINK BETWEEN VISITOR PERCEPTIONS, USAGE AND SPENDING, 2007](#); Nordstrom.

The study released finds that residents and visitors who fish, boat and swim the state's freshwater lakes and rivers would decrease their use and their spending if they perceive deterioration in any of four key areas: water clarity and purity; natural views and scenery; crowding; and water levels and flows. The study further analyzes the spending and potential loss of revenue for each of the state's seven tourism regions.

Based on the users' reports of their spending and how that would change if the lakes and rivers were degraded, a decrease in water clarity and purity would result in a \$51 million annual loss for the state. Changes in water levels or flows would cost the state \$29 million; changes in the natural views or scenery would decrease spending by almost \$28 million, and increased crowding could cost \$19 million.

To read full report: [http://www.nhrivers.org/files/Surface\\_Waters\\_Final\\_Report\\_v.pdf](http://www.nhrivers.org/files/Surface_Waters_Final_Report_v.pdf)

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### **Environmentally Sensitive Maintenance for Dirt and Gravel Roads**

This manual identifies, documents, and encourages the use of environmentally sensitive maintenance of dirt and gravel roads. The document provides insight into using natural systems and innovative technologies to reduce erosion, sediment, and dust pollution while more effectively and efficiently maintaining dirt and gravel roads and gives the users a "tool box" full of environmentally sensitive maintenance "tools" and practices.

E version at: <http://www.epa.gov/owow/nps/sensitive/sensitive.html>

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## Study: Farms Fuel Frog Deformities

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By Dave Mosher - LiveScience Staff Writer. LiveScience.com

Frog-deforming infections caused by tiny parasites are increasing because of North American farms' nutrient-rich watershed, a new study shows.

The excess nitrogen and phosphorus found in farm runoff causes more algae to grow, which increases snail populations that host microscopic parasites called trematodes, said Pieter Johnson, a water scientist at the University of Colorado in Boulder.

"This is the first study to show that nutrient enrichment drives the abundance of these parasites, increasing levels of amphibian infection and subsequent malformations," said Johnson.

Johnson noted that he and his colleagues' work, which is detailed in the Sept. 24 issue of the Proceedings of the National Academy of Sciences, could also explain "a wide array of diseases potentially linked to nutrient pollution."



Infected tadpoles develop into frogs with additional, missing, or malformed limbs.  
(Image: Pieter Johnson)

Frog species also are vanishing from Earth in the past few decades for reasons that are difficult to tease apart, including habitat loss, global warming and emerging diseases such as one caused by chytrid fungus. Nutrient pollution and limb malformations also contribute, Johnson said.

A worldwide study of more than 6,000 species of amphibians recently concluded that 32 percent were threatened and 43 percent were declining in population.

### History of deformities

Deformed frogs first gained international attention in the mid-1990s, when a group of schoolchildren discovered a pond where more than half of the leopard frogs had missing or extra limbs, Johnson said. Since then, widespread reports of deformed amphibians have led to speculation that the abnormalities were being caused by pesticides, increased ultraviolet radiation or parasitic infection.

Parasite infection is now recognized as a major cause of such deformities, but the environmental factors responsible for increases in parasite abundance have largely remained a mystery.

"What we found is that nitrogen and phosphorus pollution from agriculture, cattle grazing and domestic runoff have the potential to significantly promote parasitic infection and deformities in frogs," Johnson said.

The trematode life cycle involves three host species. The tiny parasites form cysts in the developing limbs of tadpoles, causing missing limbs, extra limbs and other malformations, Johnson said. Aside from this stage and an infectious one in snails and the cyst stage in frogs, predators complete the trematode life cycle by eating infected frogs and spreading the parasite back into the ecosystem.

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Nutritious problem:

To discover the link between farms and the trematode infections, Johnson and his team built 36 artificial ponds similar to farm stock tanks, where frogs and salamanders often breed and deposit their eggs.

The researchers then stocked each tank with snails and green frog tadpoles and, in addition to adding nutrients, they dropped in parasite eggs. In ponds with added nutrients, Johnson said, the total mass of snails was 50 percent greater and parasite egg production was eight times as great.

The infection rate in frogs rose between two to five times in those tanks, he added.

"We were able to watch nutrient pollution move through the life cycle of the parasite as it cascaded through the food web," he said. "Since most human diseases involve multiple hosts, understanding how increased nutrient pollution affects freshwater and marine food webs to influence disease is an emerging frontier in ecological research."

Visit [LiveScience.com](http://LiveScience.com) for more daily news, views and scientific inquiry with an original, provocative point of view. LiveScience reports amazing, real world breakthroughs, made simple and stimulating for people on the go. Check out our collection of Science, Animal and Dinosaur Pictures, Science Videos, Hot Topics, Trivia, Top 10s, Voting, Amazing Images, Reader Favorites, and more. Get cool gadgets at the new LiveScience Store, sign up for our free daily email newsletter and check out our RSS feeds today!

Reference: [Proceedings of the National Academy of Sciences \(DOI: 10.1073/pnas.0707763104\)](https://doi.org/10.1073/pnas.0707763104)

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## Compliance with Maine Erosion & Sediment Control Law

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In order to assess the level of compliance with the state's erosion control law, a construction site inspection survey was conducted by staff of the Department of Environmental Protection (DEP) in the summer of 2007. The study focused on 136 construction sites in 36 of the state's fastest growing municipalities. Compliance rates were determined in municipalities with ordinances requiring the development and submittal of an erosion control plan for construction projects as well as in municipalities without such a requirement. Compliance rates were also determined for construction sites in municipalities with full time versus part time Code Enforcement Officers (CEOs). In addition, rates were determined for sites completed by contractors who employed individuals certified by the DEP in erosion control practices versus those who employed non-certified individuals.



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In the 10 municipalities with ordinances requiring that an erosion control plan be submitted, a total of 47 sites were inspected. Of these 21 of the sites (45%), were not in compliance. In the 26 municipalities without such a requirement a total of 89 sites were inspected. Of these 33 sites (37%) were not in compliance.

In the 28 municipalities where Code Enforcement Officers work full time, a total of 44 (38%) of the 116 construction sites, were not in compliance, while in the 8 municipalities where code enforcement officers only work part time 10 of 23 sites (43%) were not in compliance.

Fourteen construction sites out of 136 (10%) were operated by contractors who employ individuals who are certified in erosion control practices. Of the 14, 86% were in compliance with the erosion control law. This compares to a compliance rate of 58% for non-certified contractors. This is consistent with results from prior surveys done by the Department.

Finally the compliance rate of construction sites completed by companies employing certified and non-certified individuals in municipalities with and without erosion control plan requirements was compared. For companies with certified individuals the compliance rate of 86% remained the same whether the municipality had a requirement for an erosion control plan or not.

For companies without certified individuals the results were similar with a compliance rate of 58% in both instances. However, the number of sites in full compliance was slightly higher (+3%) in towns with an erosion control plan requirement.

### **Conclusions**

1. Requiring the submittal of an Erosion Control Plan for construction projects as part of municipal ordinances has had little effect on compliance with the State's Erosion and Sediment Control Law.
2. Construction sites in towns where Code Enforcement Officers routinely conduct field inspections will tend to have a better compliance rate than those sites in municipalities that are not conducting inspections.
3. The percentage of construction sites that are operated by individuals certified by the DEP in erosion control practices continues to be small (10%).
4. Where certified contractors are employed, construction sites are much more apt to be in compliance the State's Erosion and Sediment Control law compared to sites operated by non-certified individuals or companies.

### **Recommendations**

1. Municipal officials should be encouraged to place a high priority on having the code enforcement office conduct inspections of construction sites to improve compliance with erosion control requirements, and when needed, to enforcing these requirements. Municipal officials should also be encouraged to provide sufficient hours for the CEO, or for an assistant to carry out these inspections.
2. The DEP should continue to offer training on erosion control and should encourage all CEOs to become extensively trained in erosion control requirements.
3. The DEP should seek legislative approval to change the Contractor Certification Program from voluntary to mandatory over a period of five years for all the state's excavation contractors.

For more information contact Bill Laflamme at 287-7726 or [William.n.laflamme@maine.gov](mailto:William.n.laflamme@maine.gov)

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# Legislative Report on Improving Lake Water Quality from Development

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DEP Developing Legislative Report on How to Improve Lake Water Quality by Addressing Development Impacts.

Camp road erosion; lawns that extend to the edge of the lake; construction sites lacking proper erosion control . . . these are the types of problems that the Department is seeking help in addressing when it reports to the Maine Legislature this coming February. The report was mandated in the last legislative session as part two of a bill that also addressed the sale of fertilizer containing phosphorus (Retailers selling fertilizer with phosphorus will be required to post a sign advising purchasers to buy phosphorus-free fertilizer, unless they are establishing a new lawn or have had a soil test done that shows phosphorus is needed). Part two of the bill specifically directed the Department to develop “recommendations on ways to protect or improve lake water quality, such as by restoring naturally vegetated buffers on lake shorelines, by evaluating compensation fee amounts that have been established to offset phosphorus inputs and by examining other issues identified in the development of the report.” The department was directed to “consult with state agencies as well as representatives of interested stakeholder groups, including business and environmental groups and the Maine Municipal Association, when developing these recommendations.”

The Department has developed a draft report and held an initial meeting with stakeholders in late October. Recommendations in the draft included proposals to:

1. Expand the LakeSmart program, whereby property owners living on or near a lake can have their property evaluated, and if qualifying, certified as “LakeSmart” meaning that they have taken measures to minimize the impact of runoff from their property on lake water quality;
2. Initiate a similarly structured LakeSmart Road certification program for camp roads; Change the contractor certification program from voluntary to mandatory for construction activity within the shoreland zone around lakes;

These ideas have generated considerable discussion and while there has been general agreement on the recommendations’ objectives, the path to reaching them has many challenges. Among these is the question of how to come up with the resources to run an expanded program; and what role municipalities can and should play. With respect to funding, the Department has recommended that an impact fee be assessed by municipalities on shorefront property, except that the fee would be waived if the property is certified as LakeSmart. In the initial draft, the recommendation was to apply this fee requirement for properties on all lakes, but given concerns for the potential large scope of the program, and whether municipalities are willing to collect fees, the Department is considering a more modest approach, whereby towns would have the option of whether or not to participate in the program.

Stakeholders have been encouraged to submit comments on the draft report by the end of November; the group will reconvene on December 11<sup>th</sup> by which time the Department plans to issue a second draft of the report. The draft report is available on the web for review at the following address: [http://www.maine.gov/dep/blwq/docwatershed/lake\\_water\\_quality\\_report.htm](http://www.maine.gov/dep/blwq/docwatershed/lake_water_quality_report.htm).

For more information, contact Don Witherill by e-mail: [donald.t.witherill@maine.gov](mailto:donald.t.witherill@maine.gov); or by phone: 287-7725.

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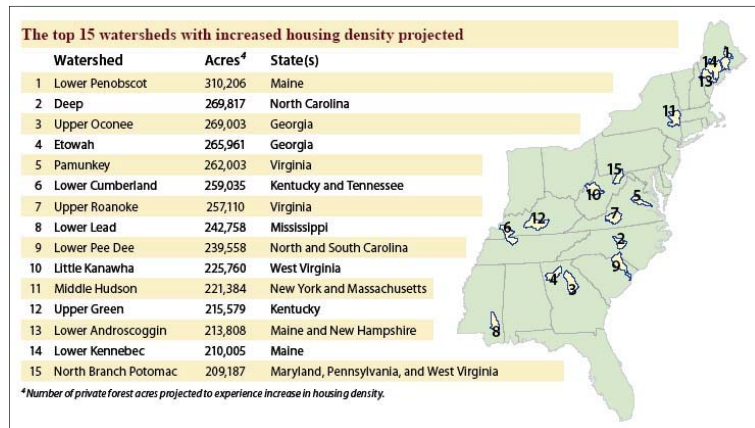
# Forests on the Edge

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By Andrew Kekacs

In a 2005 report titled "Forests on the Edge," the U.S. Forest Service said three river systems in Maine were among 15 watersheds in the country that would see the greatest increases in housing density through 2030.

Now, a case study of five southern and central Maine watersheds offers more evidence that forestland south of Interstate 95 will face escalating development pressure in the next 25 years.



"Recent trends and projections indicate that residential development in south-central and southwest Maine will continue to increase in the coming decades," wrote Eric M. White, a research economist for the U.S. Forest Service and author of the case study.

Why should anyone care? Forests provide clean water, homes for wildlife and valuable resources for the state's economy. Development pressure threatens the rural character of the state and reduces the opportunities for outdoor recreation.

Timber production is also likely to be affected, with consequences far beyond the local sawmill. Housing development often results in smaller lot sizes, which can make timber harvesting more difficult and costly. At the same time, rising property values and higher taxes provide greater incentives to develop.

"If residential development continues to expand in the case-study watersheds, these market factors will make the retention of land in forest use increasingly difficult," wrote White.

The overwhelming majority of forestland in southern Maine is held by small landowners, not by forest-products companies. Although it is not discussed in White's report, the average age of those owners is increasing. About 40 percent are older than 65, according to Tom Doak, executive director of the Small Woodland Owners Association of Maine. Two-thirds are older than 55.

That means two-thirds of the small forested parcels in southern and central Maine are virtually certain to change hands in the next two or three decades.

It's the "Perfect Storm" for southern Maine: Sharply rising demand for smaller lots will occur at the same time as forestland is passing to a new generation of owners. "This is a huge issue," said Kevin Doran, natural resources educator for the Maine Forest Service.

How did the storm develop? The 2005 report and recent case study provide clues.

While Maine's population grew 4 percent in the 1990s, the number of housing units jumped 11 percent. With about 100,000 vacation homes, or 16 percent of its housing stock, Maine

has the highest percentage of seasonal dwellings in the nation. The number increased by about 15 percent in the 1990s, and shows no sign of abating.

The number of people who live in each housing unit also fell during the last decade, from 2.09 in 1990 to 1.96 in 2000. Nationally, there are about 2.43 people per housing unit. With a steady increase in population and a decline in household size, the number of housing units must increase.

Where is the residential development likely to occur? The biggest change is expected in the Lower Penobscot watershed. By 2030, housing density is expected to increase on 310,200 forested acres -- the greatest change among the 1,026 watersheds nationwide that were considered in the 2005 report.

Also making the Top 15 list for rapid growth were the Lower Androscoggin, where residential development will occur on 213,800 acres, and the Lower Kennebec, 210,000 acres.

Rounding out the five watersheds considered in the recent case study were the St. George-Sheepscot, where increased housing density is expected on 131,000 now-forested acres, and the Presumpscot, 84,800 acres.

Based on the spatial distribution of forest ownership [in the five watersheds], it appears that much of the projected development will occur on forests owned by individual and family forest landowners ..." wrote White.

Growth is uneven across the region, with some towns losing a small number of housing units and others (notably in the Lower Penobscot) showing increases of more than 40 percent.

Maine is not alone in facing the issue of rapid residential development. The original 2005 report noted "some 44.2 million acres (over 11 percent) of private forests -- particularly in the East, where most private forests occur -- are likely to see dramatic increases in housing development in the next three decades, with consequent impacts on ecological, economic and social services."

But the 2005 U.S. Forest Service report and more recent case study suggest Maine faces perhaps the greatest challenge in the nation as it attempts to balance residential growth and forest conservation.

Even as the U.S. Forest Service noted the increasing threats to central and southern Maine woodlands, it pointed to some "nationally significant successes" in preserving timberland in northern Maine.

Can techniques that have worked in the sparsely populated unorganized territories succeed in other parts of the state? What other tools are needed to maintain the rural character of Maine in the face of increased development pressure?

Those questions will be considered in the December issue of Fresh from the Woods.

From Forests For Maine's Future e-newsletter. <http://forestsformainesfuture.org/Default.aspx?tabid=36>



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## Good Marketing Campaigns in 7 Steps

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*(Editors note: These can and should be applied to NPS or Stormwater outreach efforts.)*

A marketing campaign is a coordinated, concerted, multi-channel effort to get certain people to take an action. Below are seven universal principles of successful marketing campaigns which you can apply to marketing your nonprofit to any audience:

- 1. A Campaign Should Be Designed by Beginning with the Desired Actions:** Marketing starts by defining a desired action for a specific audience within a marketplace and plans backward from there. That's why our marketing arrowhead has action at its tip.
- 2. Good campaigns are grounded in the perspective of the audience they are intended to reach:** This audience perspective becomes the basis for forging connections with the people we want to reach, offering them a compelling benefit exchange, and sticking in their memories.
- 3. A Campaign Must Be Inescapable:** To succeed marketing campaigns must deliver a message many times, over time, in many forms. A few ads do not constitute a campaign. We need to concentrate our marketing efforts, or they won't have an effect.
- 4. A Campaign Should Stake Out a Unique Competitive Position:** Our marketing campaigns vie for attention with many other marketing campaigns, so we have to draw on the principles of competition to make sure the campaign we create not only reinforces the unique competitive position we want to stake out but also stands out from other campaigns.
- 5. A Campaign Should Be Emblematic of the Cause and Extend the Brand:** In making clear the competitive advantage of our product or service, the marketing campaign is defining our cause in the eyes of our audience. It is projecting who we are, what we do, and why our task is important. Therefore the campaign needs to be true to our cause.
- 6. A Campaign Must Be Flexible:** Marketing campaigns are in sync with the marketplace, which shifts all the time. Campaigns must be sensitive to those dynamics.
- 7. A Campaign Should Be Tested Many Times:** Good campaigns are tested before they happen, while they are happening, and after they happen

(from Nonprofit fund raising and marketing tips f– Network for Good. <http://hosted.vresp.com/208639/9fbda86036>)

Nonprofit Marketing & Fundraising Tips  
an e-newsletter from



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A Field Guide to Common Riparian Plants of New Hampshire

<http://des.nh.gov/wmb/vrap/documents/FieldGuideToCommonRiparianPlantsOfNH.pdf>

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## 2008 Maine Water Conference

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Wednesday, March 19, 2008. 7:30am-4:00pm. Augusta Civic Center, Augusta, Maine

### CALL FOR ABSTRACTS:

This is the Call for Abstracts for the 2008 Maine Water Conference. Following is information on submitting papers for consideration of oral and poster presentations.

### ORAL ABSTRACTS

Oral abstracts must fit within the guidelines of one of the session topics listed below. In-depth session descriptions are available on the web at:

[http://www.umaine.edu/waterresearch/mwc/sessions\\_08.htm](http://www.umaine.edu/waterresearch/mwc/sessions_08.htm)

The submission deadline for oral abstracts is: Friday, December 14, 2007.

### \*\*\*2008 Session Topics\*\*\*

- Impacts of climate change on water resource-related sectors
- Groundwater threats and private wells
- Low impact development case studies: Developers keeping the water clean
- Water level fluctuations on lakes: From Flagstaff Lake to Mud Pond...
- Information Systems: If you build it...will they come?
- Watershed Management
  - Part A: The local perspective. Part B: Tools for watershed managers
- Effectiveness of BMPs and land use management and/or land acquisition in the protection of drinking water supplies
- Human-caused, ultra-trace contamination of water resources and impacts on ecosystems and human health
- Legislative Session
  - Part A: What's in the Legislature? Part B: Regulations & Rule-making
- Selecting effective evaluation tools for outreach projects and utilizing feedback to make project improvements

Guidelines and submission information for Oral Abstracts is available at:

[http://www.umaine.edu/waterresearch/mwc/call\\_for\\_abstracts\\_08.htm](http://www.umaine.edu/waterresearch/mwc/call_for_abstracts_08.htm)

### POSTER ABSTRACTS

Poster Chair: Laura Wilson, UMaine Cooperative Extension

The submission deadline for poster abstracts is: Friday, February 22, 2008.

Posters invited for display will address one or more aspects of water quality or quantity issues. These may include chemical, biological, hydrological, and geochemical aspects of surface and ground waters, and their policy and economic implications.

The juried poster competition will include three judging categories: graduate, undergraduate and high-school. Non-student poster presentations based on appropriate research findings are also accepted for display.

Guidelines and submission information for poster abstracts is available at:

[http://www.umaine.edu/waterresearch/mwc/poster\\_08.htm](http://www.umaine.edu/waterresearch/mwc/poster_08.htm)

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**Here is an innovate idea: Water Smart Landscapes Rebate**

The Water Smart Landscapes rebate helps property owners convert water-thirsty grass to xeriscape, a lush yet water-efficient landscape. Southern Nevada Water Authority (SNWA) will rebate customers \$2 per square foot of grass removed and replaced with xeriscape <[http://www.snwa.com/html/land\\_xeri.html](http://www.snwa.com/html/land_xeri.html)> for the first 1,500 square feet. The rebate for the conversion of grass in excess of 1,500 square feet is \$1 per square foot.

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## Water Quality Classification

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Dear Maine Water Quality Partners,

You are invited to submit proposals to the Maine Department of Environmental Protection on changes to the water quality classification of specific surface waters. The Department is required to periodically conduct classification studies and consult with the public and interested state and federal agencies for the purpose of reviewing the appropriateness of assigned water quality classifications and proposing changes in water classification for Maine waterbodies. The last Re-Classification initiative was completed in 2005 and the Department is now embarking on the process to prepare a Water Quality Re-Classification proposal for the 123<sup>rd</sup> Legislature (Session opening January 2009). Instructions, submission guidelines and a timetable are [located in the following link](#):

<http://www.maine.gov/dep/blwq/docmonitoring/classification/reclass/index.htm>

Susan P. Davies  
Water Quality Standards Coordinator  
Maine Department of Environmental Protection  
SHS 17  
Augusta, Maine 04333 USA  
207-287-7778 FaX-207-287-7826  
[susan.p.davies@maine.gov](mailto:susan.p.davies@maine.gov)



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## Model Stormwater Construction SWPPs

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To supplement the popular “Developing Your Stormwater Pollution Prevention Plan: A Guide for Construction Sites” (commonly known as the EPA SWPPP Guide), two “model or example” SWPPPs have been developed. The first example SWPPP is for a medium-sized residential subdivision and the second is for a small commercial site. Both examples utilize the SWPPP template that is part of the SWPPP Guide. These examples use hypothetical sites and conditions to demonstrate the development of a SWPPP that meets permit requirements and accurately describes the steps being taken to prevent stormwater pollution. An updated version of the SWPPP template is also available. To view these model SWPPPs or to access any of EPA’s SWPPP resources, please visit [www.epa.gov/npdes/swpppguide](http://www.epa.gov/npdes/swpppguide)

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## Stormwater Management & LID Photos

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They say a picture is worth a thousand words, so here are 391 pictures, worth 391,000 words, of stormwater practices, consisting of green roofs, rain gardens, swales, bioswales, pervious concrete/asphalt, pervious pavers, constructed wetlands, etc. These pictures come from 11 different communities, including large cities and relatively small communities. They include BMP's for streets and driveways; private homes and commercial buildings; and entire developments. They include greenfields sites and brownfield sites. Some of the BMP's were funded through 319 grants; some were funded with the assistance of State or local funds; some were self-funded by nonprofits; and some were funded by private developers out to make a profit by using practices that reduce infrastructure costs while at the same time meeting stormwater control requirements.

Abby Hall, an ORISE intern in the Nonpoint Source Control Branch, deserves our thanks for these pictures, as well as for the captions she has provided for 9 of the 11 communities. Abby has been researching and drafting a report that we will publish next year on the use of low impact development practices around the country. She has visited the 11 locations featured in these photos as part of her research for this report. As you will see, there is an impressive array of practices being implemented in many places around the country, and the pace of implementation is rapidly accelerating.

As Abby states in her email, " Please feel free to use the photographs or send to others."  
<http://picasaweb.google.com/buildgreeninfrastructure>

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## Upcoming Events

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April 23, 2008. The Maine Conservation 2008 Expo. This is the 4th Expo hosted by the Franklin County SWCD. FMI contact Rosetta Thompson at 207-778-4279 or [rosetta.thompson@franklincscd.org](mailto:rosetta.thompson@franklincscd.org).

May 15-18, 2008. River Management Society Meeting. Portland Maine. FMI <http://www.river-management.org/symposium.asp>

May 19-20, 2008. NEIWPC's 19th Annual NPS Pollution Conference. Groton, CT. FMI <http://www.neiwpc.org/npsconference/>

June 21, 2008. Annual COLA Conference. Colby College, Waterville.



**Clean water starts with you!**



MDEP  
1235 Central Drive  
Presque Isle, Maine 04769