



Prince George's County

STORMWATER STEWARDSHIP GRANT PROGRAM

APPLICANT

Clean Water Fund

PROJECT

Residential Outreach and Behavior Change Campaign for Central Prince George's County

GRANT AMOUNT

\$42,402

PROJECT SUMMARY

The Residential Outreach and Behavior Change Campaign for Central Prince George's County expanded on the previous outreach pilot project by testing messaging and outreach strategies in additional communities and adding residential practices that are creditable under the Prince George's County Rain Check program. Clean Water Fund (CWF) engaged underserved urban communities in watershed stewardship activities with ancillary benefits, including educating residents on stormwater problems and solutions, promoting awareness of Rain Check Rebate eligible projects, testing social marketing concepts in the local watershed stewardship context, and

developing quantifiable reductions of stormwater for Prince George's County MS4 permit compliance. This project used low intensity disconnected downspout extenders and redirectors as the "on-ramp" to residential stormwater management, while also promoting rain barrels, tree plantings and rain gardens. CWF used professional canvassers from the Chesapeake Bay Trust to conduct door-to-door outreach, secure residents' commitment to receiving free installations and upgrades to their downspouts, distribute educational and social marketing materials, and conduct individual property assessments.

CONTACT

Brent Bolin
Chesapeake Regional Director
bbolin@cleanwater.org

Clean Water Fund
1444 I St NW Ste 400, Washington, DC 20005
202-895-0420

