

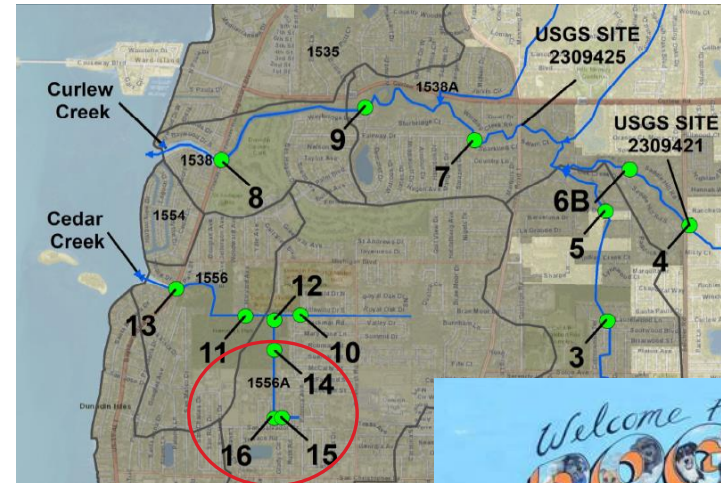
# **Stormwater Outreach**

## **Scoop the Poop PSA feat. New World Celts**

**Michelle Monteclaro**  
**Stormwater Program Coordinator**  
**City of Dunedin**

# Dunedin's Stormwater Pet Waste Outreach

- Targeted and proactive outreach approach
  - Water quality monitoring
  - Bacteria sources are wide-ranging
- Dog-friendly community
  - 13 dog businesses
  - Dog-friendly restaurants and cafes
  - Dog parks & beaches
- PSA is a reminder for pet owners



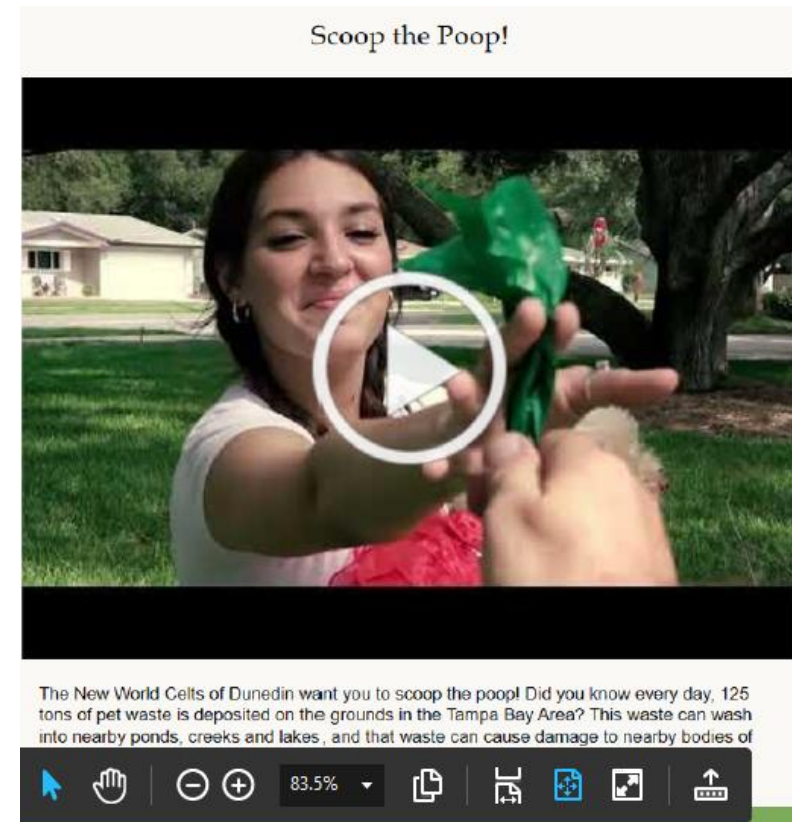
# Embracing Heritage Through Outreach

- Strong Scottish heritage
- Grassroots community
- Video features local residents and organizations
  - Dunedin's New World Celts
  - Theater student from Dunedin High school
- Stormwater PSA series featuring the New World Celts:
  - Only Rain Down the Drain
  - Do not blow grass clippings into the stormdrain
  - Construction BMPs



# The Results & Takeaways

- FOX 13 interviewed us on our Scoop the Poop PSA
- Reached over 2k people
- Meets compliance with our MS4 stormwater permit/ TMDL assessment
- Strong relationships work
- Waiting on August water quality monthly report



# Questions?

Thank you!

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Stormwater Program Coordinator

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