

Additional Support Documents for NRCM Lake Report

Troubled Waters: Damage to Maine's Lake Protection Program Under the LePage Administration

This pdf document provides documents secured through Freedom of Access Act requests to the DEP and other support materials. For further information, see references and weblinks in the report footnotes.

pdf page

- 2. Landsat imagery reveals declining clarity of Maine's Lakes during 1995-2010, *Freshwater Science*, 2013. (first page two pages of article).
- 4-13 DEP Website Purge – first 10 pages of 286 page spreadsheet used by DEP to make decisions to delete documents Bureau of Land and Water Quality with less than 40 hits per month.
- 14-23 Internal DEP emails about Website Purge
- 24-41 Internal DEP emails Devil Duck ad
- 42-73 Survey Report on effectiveness of the Devil Duck ad
- 74-78 DEP Public Communications Policy

Landsat imagery reveals declining clarity of Maine's lakes during 1995–2010

Ian M. McCullough¹

Department of Wildlife Ecology, University of Maine, Orono, Maine 04469-5755 USA

Cynthia S. Loftin²

US Geological Survey, Maine Cooperative Fish and Wildlife Research Unit, Orono, Maine 04469-5755 USA

Steven A. Sader³

School of Forest Resources, University of Maine, Orono, Maine 04469-5755 USA

Abstract. Water clarity is a strong indicator of regional water quality. Unlike other common water-quality metrics, such as chlorophyll *a*, total P, or trophic status, clarity can be accurately and efficiently estimated remotely on a regional scale. Satellite-based remote sensing is useful in regions with many lakes where traditional field-sampling techniques may be prohibitively expensive. Repeated sampling of easily accessed lakes can lead to spatially irregular, nonrandom samples of a region. Remote sensing remedies this problem. We applied a remote monitoring protocol we had previously developed for Maine lakes >8 ha based on Landsat satellite data recorded during 1995–2010 to identify spatial and temporal patterns in Maine lake clarity. We focused on the overlapping region of Landsat paths 11 and 12 to increase availability of cloud-free images in August and early September, a period of relative lake stability and seasonal poor-clarity conditions well suited for annual monitoring. We divided Maine into 3 regions (northeastern, south-central, western) based on morphometric and chemical lake features. We found a general decrease in average statewide lake clarity from 4.94 to 4.38 m during 1995–2010. Water clarity ranged from 4 to 6 m during 1995–2010, but it decreased consistently during 2005–2010. Clarity in both the northeastern and western lake regions has decreased from 5.22 m in 1995 to 4.36 and 4.21 m, respectively, in 2010, whereas lake clarity in the south-central lake region (4.50 m) has not changed since 1995. Climate change, timber harvesting, or watershed morphometry may be responsible for regional water-clarity decline. Remote sensing of regional water clarity provides a more complete spatial perspective of lake water quality than existing, interest-based sampling. However, field sampling done under existing monitoring programs can be used to calibrate accurate models designed to estimate water clarity remotely.

Key words: Secchi disk, transparency, change detection, New England, remote sensing, satellite imagery, Landsat.

Water clarity, often quantified in terms of Secchi disk depth (SDD), is a strong indicator of chlorophyll *a*, total P, and trophic status (Carlson 1977). Clarity data are relatively cheap and easy to gather compared to these and other variables, so SDD is an ideal metric

of regional water quality. Secchi data collected by existing state or citizen-based lake-monitoring programs can be used in satellite-based approaches to monitor lake water quality at regional scales (Kloiber et al. 2002, Chipman et al. 2004, Olmanson et al. 2008, 2011, Knight and Voth 2012, McCullough et al. 2012). Similar approaches can be used to monitor intralake water clarity of large lakes in targeted geographic areas (e.g., Duan et al. 2009, Zhao et al. 2011) and other water-quality metrics, such as colored dissolved organic matter (CDOM) (e.g., Brezonik et al. 2005, Kutser 2012) or chlorophyll *a* (e.g., Allan et al. 2011,

¹ Present address: Donald Bren School of Environmental Science and Management, University of California Santa Barbara, Santa Barbara, California 93106-5131 USA. E-mail: imccullough@bren.ucsb.edu

² E-mail addresses: cynthia.loftin@maine.edu

³ sasader@maine.edu

Potes et al. 2011). However, application at regional scales is more limited by costs and availability of field data than in the case of water clarity. SDD measurements are widely conducted and less costly than other water-quality assessments requiring chemical analyses. However, large-scale field-sampling programs often gather a spatially irregular, nonrandom representation of regional water quality because of limited lake accessibility. Remote sensing can eliminate spatial biases associated with nonrandom sampling, particularly in regions with numerous lakes that cannot be monitored efficiently with traditional field methods. Much of existing field data is amassed by volunteer lakeshore residents who collectively make regional assessments more feasible by collecting necessary data for remote model calibration, and are important stakeholders in lake water quality. Increased lake clarity positively affects lakefront property value in Maine (Michael et al. 1996, Boyle et al. 1999) and New Hampshire (Gibbs et al. 2002) and enhances human-perception of lake water quality in Minnesota (Heiskary and Walker 1988).

Remote sensing often is used to detect landscape change and can be applied to monitor change in regional lake water quality. Peckham and Lillesand (2006) and Olmanson et al. (2008) used Landsat satellite imagery to evaluate long-term patterns in water quality of Wisconsin and Minnesota lakes, respectively. Identification of areas undergoing downward trends in water quality enables management agencies to direct limited resources more effectively and efficiently to remediate causes for water-quality decline. Accuracy of detection of long-term change is maximized with assessments focused on late summer, a period of relative stability in lake algal communities and lake stratification ideal for remote estimation of water clarity. Assessments during this period typically capture the seasonally poorest conditions in lake water clarity (Stadelmann et al. 2001, Kloiber et al. 2002, Chipman et al. 2004, Olmanson et al. 2008, 2011).

Our objectives were to: 1) examine spatial and temporal patterns in Maine lake clarity during 1995–2010 with a previously developed Landsat-based procedure (McCullough et al. 2012), 2) evaluate the effectiveness of Maine's existing field-sampling programs in characterizing regional water quality, and 3) attempt to explain regional differences in Maine lake clarity according to dominant land use (forest harvest) or watershed topography. Our analyses are an exemplary case study of the effectiveness and shortcomings of current satellite and field-based lake-monitoring programs from an applied perspective. We expect our findings to provide useful

information to lake-management agencies inside and outside of Maine that face the challenge of cost-effective monitoring of numerous lakes over large areas.

Methods

Description of study area

Maine is in the northeastern USA and ranks first among states east of the Great Lakes in total area of inland surface waters (Davis et al. 1978). Maine contains over 5500 lakes and ponds >1 ha in surface area across an area of ~90,000 km², and wetlands cover 26% of the state (Tiner 1998). The climate is cold-temperate and moist with long, cold winters and short, warm summers. Maine is dominated by the Northeastern Highlands (No. 58) and the Acadian Plains and Hills (No. 82) Level III Ecoregions (Omernik 1987). The Northeastern Highlands are remote, mostly forested, mountainous, and contain numerous high-elevation, glacial lakes. The Acadian Plains and Hills are relatively more populated and less rugged, but the area also is heavily forested and contains dense concentrations of glacial lakes (USEPA 2010). Statewide lake water-clarity monitoring began in 1970. The average annual SDD consistently has remained 4 to 6 m, with a historical average of 5.28 m during 1970–2011, and was 5.46 m in 2011 ($n = 367$; MDEP and Bacon 2012, VLMP 2012). The number of lakes sampled in the field by state biologists and volunteers changes annually and generally has increased from 18 lakes in 1970 to consistently >350 lakes since 1999.

We focused our study on the overlapping region of Landsat paths 11 (rows 27–29) and 12 (rows 27–30), which captures a strong north–south gradient over an area of 3,000,000 ha, and includes 570 lakes >8 ha (Fig. 1). Lakes <8 ha cannot be estimated reliably with 30-m Landsat data (Olmanson et al. 2008). We narrowed our study to the overlap area because it allowed us to examine a consistent set of lakes based on an image from either path 11 or 12. We partitioned Maine's lakes (>8 ha) into 3 geographic regions (northeastern: 227 lakes, south-central: 256 lakes, western: 162 lakes) based on cluster analysis of morphometric and chemical lake variables including surface area, flushing rate, average and maximum depth, elevation, color, alkalinity, and specific conductance (Bacon and Bouchard 1997) (Fig. 1).

Satellite background

The Landsat satellite program was launched in 1972. Three satellites currently are in operation

This DEP spreadsheet was used to make decisions about documents to be deleted from the webpages for DEP's Bureau of Land and Water. The spreadsheet lists 6677 webpages--only 247 of which had more than 160 hits for the four month period covered by the report. Documents with less than 40 hits/month were deleted. This document provides just the first 10 pages of the 286-page spreadsheet. Each Bureau had its own spreadsheet for determining documents to be eliminated.

# Profile Name: Department of Environmental Protection; Land and Water Bureau	
# Date Range: 01/01/2011 - 04/30/2011	
Content	Visits
/dep/blwq/	5557
/dep/blwq/docstand/stormwater/erosion.htm	3728
/dep/blwq/docstand/nrpapage.htm	3409
/dep/blwq/stand.htm	2929
/dep/blwq/doceng/opcertstudyguide.pdf	2018
/dep/blwq/doceducation/dirt.htm	1902
/dep/blwq/docstand/szpage.htm	1781
/dep/blwq/docstand/stormwater/index.htm	1622
/dep/blwq/docstand/sitelawpage.htm	1602
/dep/blwq/comment.htm	1318
/dep/blwq/docstand/sz/citizenguide.pdf	1230
/dep/blwq/docwatershed/roads/gravel_road_manual.pdf	1192
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/flatworms.htm	1123
/dep/blwq/docstand/stormwater/stormwaterbmmps/index.htm	1013
/dep/blwq/docstand/stormwater/storm.htm	987
/dep/blwq/stream.htm	933
/dep/blwq/topic/invasives/index.htm	891
/dep/blwq/monitoring.htm	830
/dep/blwq/docstand/stormwater/multisector.htm	827
/dep/blwq/lake.htm	825
/dep/blwq/topic/invasives/doc.htm	821
/dep/blwq/docstand/wastepage.htm	793
/dep/blwq/index.htm	792
/dep/blwq/general.htm	789
/dep/blwq/topic/invasives/rocksnot.htm	714
/dep/blwq/enforcement.htm	679
/dep/blwq/watersh.htm	678
/dep/blwq/docstand/nrpa/vernalpools/index.htm	676
/dep/blwq/rules/NRPA/2009/305/305_effective_2009.pdf	674
/dep/blwq/docstand/escbmmps/escsectionh1.pdf	673
/dep/blwq/docstand/stormwater/multisector_2010_changes.htm	651
/dep/blwq/docstand/escbmmps/escsectiond2.pdf	649
/dep/blwq/docstand/escbmmps/escsectiong3.pdf	639
/dep/blwq/rule.htm	629
/dep/blwq/update.htm	609
/dep/blwq/docgw/septic_systems.pdf	588
/dep/blwq/topic/site_storm_revisions/index.htm	582
/dep/blwq/docstand/escbmmps/escsectionc1.pdf	572
/dep/blwq/docstand/sitelaw/Selected%20developments/index.htm	559
/dep/blwq/wetlands/vernal.htm	556
/dep/blwq/docmonitoring/classification/index.htm	549
/dep/blwq/education.htm	533
/dep/blwq/beaches/	524
/dep/blwq/docstand/miningpage.htm	523
/dep/blwq/docwatershed/roadassociation.htm	522
/dep/blwq/docmonitoring/biomonitoring/sampling/index.htm	516
/dep/blwq/training/index.htm	505

/dep/blwq/legis99.htm	496
/dep/blwq/topic/invasives/invsticker.htm	488
/dep/blwq/doceducation/nps/thermal.htm	486
/dep/blwq/docstand/nrpa/pbrform.pdf	481
/dep/blwq/docstand/ipwetfv2.htm	477
/dep/blwq/engin.htm	475
/dep/blwq/docstand/stormwater/MEPDES.htm	473
/dep/blwq/docstand/nrpa/nrpabook.pdf	469
/dep/blwq/contact.htm	465
/dep/blwq/docstand/nrpa/birdhabitat/index.htm	458
/dep/blwq/docgrant/srfparag.htm	454
/dep/blwq/training/schedule.htm	439
/dep/blwq/docmonitoring/bimonitoring/index.htm	438
/dep/blwq/docstand/dams/index.htm	430
/dep/blwq/docstand/escbmps/	430
/dep/blwq/docmonitoring/305b/index.htm	426
/dep/blwq/docstand/nrpa/vernalpools/fs-vernal_pools_intro.htm	416
/dep/blwq/docstream/team/streamteam.htm	414
/dep/blwq/mwellinst.htm	405
/dep/blwq/docwatershed/road_assoc_appendix_all.doc	402
/dep/blwq/docstand/uic/uichome.htm	398
/dep/blwq/grants.htm	397
/dep/blwq/rfp.htm	394
/dep/blwq/docwatershed/materials.htm	392
/dep/blwq/docstand/nrpa/ILF_and_NRCP/MNRCP/index.htm	390
/dep/blwq/docstand/escbmps/index.htm	387
/dep/blwq/wetlands/invasive.htm	387
/dep/blwq/topic/vessel/airemissionsreport.pdf	377
/dep/blwq/docstand/general.htm	374
/dep/blwq/gw.htm	374
/dep/blwq/rules/stormwater/2006/ch500.pdf	371
/dep/blwq/doceng/opcrtpg2.htm	367
/dep/blwq/docstand/escbmps/escsectionh2.pdf	367
/dep/blwq/docstand/sitelaw/Selected%20developments/2010/saddleback_ridge_wind/index.htm	365
/dep/blwq/doclake/research.htm	355
/dep/blwq/docstand/escbmps/escsectione3.pdf	355
/dep/blwq/docstand/escbmps/escsectiond1.pdf	350
/dep/blwq/docstand/escbmps/escsectiong2.pdf	350
/dep/blwq/docstand/ip-szveg.htm	346
/dep/blwq/docstand/stormwater/sitelaw.htm	342
/dep/blwq/docstand/uic/floordrain.htm	342
/dep/blwq/docwatershed/road_association_guide.pdf	342
/dep/blwq/docmonitoring/bimonitoring/materials/sop_wetland_invertebrates.pdf	341
/dep/blwq/docmonitoring/lake/index.htm	341
/dep/blwq/docstand/dams/hydro_FERC_process/status_hydropower.pdf	339
/dep/blwq/docstand/nrpa/335_2009.pdf	338
/dep/blwq/topic/invasives/invasivesmap.pdf	332
/dep/blwq/topic/dunes/index.htm	326
/dep/blwq/pollw1.htm	316
/dep/blwq/docstand/nrpa/birdhabitat/background_wb/index.htm	315
/dep/blwq/docstand/municipal_industrial/index.htm	312
/dep/blwq/lwpub.htm	311
/dep/blwq/docmonitoring/modelinganddatareports/index.htm	308
/dep/blwq/rules/NRPA/2008/310/096c310_as_amended_with_effective_date.pdf	307
/dep/blwq/docstand/stormwater/bmp/riprapditch.pdf	306
/dep/blwq/doclake/fert/phospage.htm	302
/dep/blwq/training/ccec.htm	297
/dep/blwq/topic/invasives/	295
/dep/blwq/docstand/general/windpower/index.htm	292
/dep/blwq/docstand/stormwater/construction.htm	289

/dep/blwq/docgrant/319.htm	287
/dep/blwq/topic/invasives/invpicture.htm	281
/dep/blwq/docmonitoring/biomonitoring/materials/sop_watergrab.pdf	279
/dep/blwq/docstand/sitelaw/Selected%20developments/Spruce_Mountain/additional_informatio n/9_24_2010/fsm/exhibit_17.pdf	279
/dep/blwq/newpub.htm	278
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/leeches.htm	276
/dep/blwq/topic/invasives/invcost.pdf	275
/dep/blwq/wetlands/index.htm	273
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/index.htm	272
/dep/blwq/docstand/stormwater/stormwaterbmps/	272
/dep/blwq/docstand/wd/gp.htm	272
/dep/blwq/docstand/escbmps/escplan.pdf	271
/dep/blwq/topic/invasives/inspect.htm	271
/dep/blwq/docstream/vrmp/index.htm	270
/dep/blwq/docstand/escbmps/escsectione6.pdf	268
/dep/blwq/docstand/escbmps/escsectionb1.pdf	267
/dep/blwq/wetlands/threats.htm	266
/dep/blwq/docmonitoring/305b/2010/report.pdf	264
/dep/blwq/training/ccec/A.htm	264
/dep/blwq/docstand/dams/hydro_state_process/index.htm	263
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/mayflies.htm	259
/dep/blwq/docstand/wd/general.htm	259
/dep/blwq/docwatershed/roadforms/appendixb.doc	257
/dep/blwq/docstand/escbmps/escsectionf1.pdf	254
/dep/blwq/docstand/escbmps/escsectione1.pdf	252
/dep/blwq/docmonitoring/tmdl2.htm	248
/dep/blwq/wetlands/coastal.htm	248
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/sowbugs.htm	245
/dep/blwq/wetlands/life.htm	245
/dep/blwq/wqs/index.htm	245
/dep/blwq/doclake/lkepond.htm	244
/dep/blwq/docstand/mining/licensed_facilities_perf_stds.pdf	241
/dep/blwq/ddds.htm	240
/dep/blwq/docstand/OBD/index.htm	240
/dep/blwq/doclake/topic.htm	239
/dep/blwq/docmonitoring/biomonitoring/data.htm	235
/dep/blwq/docwatershed/marina/sec2_sandblast.pdf	235
/dep/blwq/docstand/stormwater/bmp/riprapslope.pdf	232
/dep/blwq/topic/invasives/invplan.htm	231
/dep/blwq/docmonitoring/tmdlmousamrep.pdf	229
/dep/blwq/doclake/fert/supplier.htm	227
/dep/blwq/docgw/safehome/shp2.pdf	221
/dep/blwq/docgrant/scgpara2.htm	220
/dep/blwq/docmonitoring/biomonitoring/why.htm	217
/dep/blwq/docmonitoring/biomonitoring/glossary.htm	215
/dep/blwq/docwatershed/bufa.htm	214
/dep/blwq/topic/invasives/hy1.htm	214
/dep/blwq/doceducation/nps/soil.htm	213
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/riversandstreams.htm	212
/dep/blwq/docmonitoring/305b/draft.htm	211
/dep/blwq/docmonitoring/biomonitoring/material.htm	210
/dep/blwq/docstand/nrpa/ip-pbr.htm	210
/dep/blwq/docstand/dams/hydro_FERC_process/index.htm	209
/dep/blwq/docstand/sitelaw/Selected%20developments/power_reliability_project/index.htm	207
/dep/blwq/doclake/repbloom.htm	206
/dep/blwq/docstand/ip-shore.htm	206
/dep/blwq/docstand/nrpa/birdhabitat/bird_habitat.htm	206
/dep/blwq/newslet/ommay2006.pdf	206
/dep/blwq/docstand/nrpa/vernalpools/data_collection_form.pdf	205

/dep/blwq/docstand/sitelaw/application_text.pdf	205
/dep/blwq/training/ccec/P.htm	205
/dep/blwq/wetlands/inland.htm	205
/dep/blwq/docstand/stormwater/MS4.htm	202
/dep/blwq/docmonitoring/tmdlchinalakerep.pdf	201
/dep/blwq/docstand/OBD/evaluate.pdf	200
/dep/blwq/coastal.htm	199
/dep/blwq/wetlands/types.htm	198
/dep/blwq/doclake/itch.htm	196
/dep/blwq/docstand/escbmps/escsectionb2.pdf	196
/dep/blwq/doceducation/nps/index.htm	195
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter7_1.pdf	195
/dep/blwq/topic/invasives/invmaterial.htm	195
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/dragonsanddamsels.htm	194
/dep/blwq/beaches/index.htm	192
/dep/blwq/doclake/lakesmart/	192
/dep/blwq/topic/invasives/program_report.htm	192
/dep/blwq/docstand/stormwater/stormwaterbmps/certification/index.htm	191
/dep/blwq/doclake/foam.htm	190
/dep/blwq/docstand/escbmps/escsectionc2.pdf	189
/dep/blwq/docstand/sz/ch_1000_effective_11_22_2010.pdf	188
/dep/blwq/docstand/fsplan.htm	186
/dep/blwq/newslet/center.pdf	186
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/stoneflies.htm	185
/dep/blwq/docstand/ip-nrpa.htm	184
/dep/blwq/docstand/nrpa/stat_text.pdf	184
/dep/blwq/docstand/escbmps/escsectionb3.pdf	183
/dep/blwq/docwatershed/septic.pdf	183
/dep/blwq/topic/invasives/vartext.htm	183
/dep/blwq/topic/vessel/nda/index.htm	183
/dep/blwq/training/ccec/D.htm	183
/dep/blwq/docenf/lrrfieldcmro.pdf	181
/dep/blwq/docstand/sz/ip_non_conforming.htm	181
/dep/blwq/docstand/nrpa/pbrform.doc	180
/dep/blwq/docstand/stormwater/multisector/permit/index.htm	180
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/scuds.htm	178
/dep/blwq/docstand/hydropage.htm	176
/dep/blwq/docmonitoring/rivers_and_streams/index.htm	175
/dep/blwq/docteacher/lessons/foodweb.htm	175
/dep/blwq/doceducation/dirtold.htm	174
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/caddisflies.htm	174
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/clamsandmussels.htm	174
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/riversandstreams.htm	173
/dep/blwq/docstand/stormwater/stormwaterbmps/certification/test.pdf	173
/dep/blwq/report/marine_invasive2006.pdf	173
/dep/blwq/topic/invasives/hydrilla_text.htm	173
/dep/blwq/docstand/uic/holdingtanks.htm	172
/dep/blwq/docgw/antifreeze.htm	171
/dep/blwq/doclake/leech.htm	171
/dep/blwq/docstand/nrpa/310_booklet.pdf	171
/dep/blwq/docmonitoring/305b/2010/appendices.pdf	170
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter2.pdf	170
/dep/blwq/wetlands/	170
/dep/blwq/topic/invasives/euratext.htm	169
/dep/blwq/wetlands/forested.htm	169
/dep/blwq/wetlands/peatlands.htm	169
/dep/blwq/wetlands/threatsalgae.htm	169
/dep/blwq/topic/gip/index.htm	168
/dep/blwq/topic/vessel/pumpout/index.htm	167
/dep/blwq/docstand/sitelaw/application_text.doc	166
/dep/blwq/docstand/sitelaw/revision.pdf	166

/dep/blwq/topic/invasives/curly_leaf.htm	166
/dep/blwq/docstand/escbmmps/escsectiong1.pdf	164
/dep/blwq/docstand/nrpa/vernalpools/fs-vernal_pools_intro.pdf	164
/dep/blwq/docstand/sitelaw/Selected%20developments/Spruce_Mountain/index.htm	163
/dep/blwq/docteacher/cwf/	163
/dep/blwq/newslet/omnews.pdf	163
/dep/blwq/topic/Penobscot/index.htm	163
/dep/blwq/doceducation/ta/ten.pdf	161
/dep/blwq/topic/gjp/submit1/MeadWestvaco%20BOD%20TSS%20Report.pdf	161
/dep/blwq/training/ccec/T.htm	160
DOCUMENTS BELOW THIS LINE RECEIVED LESS THAN 160 HITS OVER FOUR MONTHS (LESS THAN 40 VISITS/MONTH) SO WERE DELETED	
/dep/blwq/doclake/lakesmart/index.htm	158
/dep/blwq/rules/stormwater/2006/ch502.pdf	158
/dep/blwq/doceducation/nps/background.htm	157
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/beetles.htm	157
/dep/blwq/docstand/nrpa/birdhabitat/background/index.htm	157
/dep/blwq/docstand/sz/ip-setback.htm	157
/dep/blwq/docstand/dams/non_hydro/index.htm	156
/dep/blwq/docstand/stormwater/stream_map_1.htm	156
/dep/blwq/topic/amalgamseparator/index.htm	156
/dep/blwq/docwatershed/prilist5.pdf	155
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/mites.htm	154
/dep/blwq/docstand/sz/predictions.pdf	154
/dep/blwq/docwatershed/road_assoc_appendix/appendix_k.pdf	154
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/snails.htm	153
/dep/blwq/docwatershed/nps_priority_list/index.htm	153
/dep/blwq/doceng/csotech.htm	152
/dep/blwq/doclake/lakesmart/awards.htm	152
/dep/blwq/docwatershed/road_assoc_appendix/appendix_i.pdf	152
/dep/blwq/newslet/omjan2003.pdf	152
/dep/blwq/docstand/dams/hydro_state_process/is_tidal_wave_reg.htm	151
/dep/blwq/topic/vessel/index.htm	151
/dep/blwq/docwatershed/road_assoc_appendix/appendix_c.pdf	149
/dep/blwq/doclake/jelly.htm	148
/dep/blwq/topic/invasives/brazelodea.htm	148
/dep/blwq/docteacher/lessons/watershed.htm	147
/dep/blwq/organiza.htm	147
/dep/blwq/docstand/escbmmps/escsectioni1.pdf	146
/dep/blwq/training/ccec/L.htm	146
/dep/blwq/docstand/dams/hydro_FERC_process/notice.htm	145
/dep/blwq/docstand/escbmmps/escsectioni2.pdf	145
/dep/blwq/docstand/stormwater/stormwaterbmmps/certification/instruction.pdf	145
/dep/blwq/docteacher/lessons/index.htm	145
/dep/blwq/newslet/omarchiv.htm	145
/dep/blwq/topic/invasives/interagency_task_force/index.htm	145
/dep/blwq/topic/invasives/invplan02.pdf	145
/dep/blwq/docstand/escbmmps/escsectione4.pdf	144
/dep/blwq/topic/dunes/report06_protect.pdf	144
/dep/blwq/docstand/escbmmps/planning.pdf	143
/dep/blwq/docstand/sandsalt/cumberland-map.htm	143
/dep/blwq/docstand/stormwater/stormwaterbmmps/voI3/chapter4.pdf	143
/dep/blwq/docmonitoring/pg29_36.pdf	141
/dep/blwq/docstand/dams/hydro_FERC_process/status_tidalpower.pdf	141
/dep/blwq/docstand/nrpa/ILF_and_NRCP/ILF/index.htm	141
/dep/blwq/docstand/stormwater/rule500and502/500_502.htm	141
/dep/blwq/topic/invasives/invaquarium.htm	141
/dep/blwq/docstand/wind/certification.pdf	140
/dep/blwq/training/ip-vccp.htm	140
/dep/blwq/docstand/OBD/ip_obd.htm	139

/dep/blwq/docstand/stormwater/stormwaterbmmps/vol3/chapter5.pdf	139
/dep/blwq/topic/gip/submit1/BODTSS%20Report%20Final.pdf	139
/dep/blwq/docstand/home.pdf	138
/dep/blwq/docstand/nrpa/nrpabook.doc	138
/dep/blwq/docstand/stormwater/stormwaterbmmps/vol3/chapter7_2.pdf	138
/dep/blwq/docwatershed/marina/bmp.htm	137
/dep/blwq/comment/2011/imp_cover/ME%20IC%20TMDL_Preliminary%20Draft.pdf	136
/dep/blwq/docmonitoring/biomonitoring/materials/sop_algae_methods.pdf	136
/dep/blwq/topic/invasives/eurasian.htm	136
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/earthworms.htm	135
/dep/blwq/docstand/nrpa/ILF_and_NRCP/ILF/fs_in_lieu.htm	135
/dep/blwq/docwatershed/road_assoc_appendix/appendix_f.pdf	135
/dep/blwq/topic/invasives/eurnaiad.htm	135
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/trueflies.htm	134
/dep/blwq/docstand/ip-irrig.htm	134
/dep/blwq/docstand/escbmmps/escsectionf2.pdf	133
/dep/blwq/docwatershed/lp-nps1.htm	133
/dep/blwq/address.htm	132
/dep/blwq/docstand/stormwater/ms4/NOI_plan/index.htm	132
/dep/blwq/docstand/stormwater/storm_preapp.pdf	132
/dep/blwq/topic/vessel/SA/area_a.pdf	132
/dep/blwq/doceducation/ta/troubleshooting_guide.pdf	131
/dep/blwq/student.htm	131
/dep/blwq/wetlands/shrub.htm	131
/dep/blwq/docgrant/SRF/cwsrf/index.htm	130
/dep/blwq/docstand/stormwater/reference.htm	130
/dep/blwq/topic/amalgamseparator/dentist.htm	130
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/wetlands.htm	129
/dep/blwq/docstand/sandsalt/index.htm	129
/dep/blwq/docstand/stormwater/impervious.htm	129
/dep/blwq/docstand/wqc/wqc.htm	129
/dep/blwq/calendar.shtml	128
/dep/blwq/docstand/sitelaw/Selected%20developments/2010/oxford_resort_casino/index.htm	128
/dep/blwq/vol1pt2.pdf	128
/dep/blwq/docenf/lrrfieldsmro.pdf	127
/dep/blwq/docstand/ip-wetl.htm	127
/dep/blwq/docstand/uic/geothermal.pdf	127
/dep/blwq/orgdlrr.pdf	127
/dep/blwq/beach.htm	126
/dep/blwq/newslet/sznewsletter.pdf	126
/dep/blwq/docstand/stormwater/stormwaterbmmps/vol3/chapter8_4.pdf	125
/dep/blwq/docteacher/cwf/images/cwfflyer.pdf	125
/dep/blwq/report/legisreport.htm	124
/dep/blwq/vol1pt3.pdf	124
/dep/blwq/docstand/delcap.pdf	123
/dep/blwq/docstand/escbmmps/escsectione5.pdf	123
/dep/blwq/docstand/nrpa/sopnrpaprocessing.pdf	123
/dep/blwq/docstand/wd/topic.htm	123
/dep/blwq/docstand/conditio.pdf	122
/dep/blwq/docstand/ip-dams.htm	122
/dep/blwq/topic/invasives/EurFrogbittext.htm	122
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/wetlands.htm	121
/dep/blwq/docstand/stormwater/stormwaterbmmps/vol3/chapter7_3.pdf	121
/dep/blwq/docwatershed/road_assoc_appendix/appendix_g.pdf	121
/dep/blwq/docmonitoring/salmon/index.htm	120
/dep/blwq/docstand/escbmmps/escsectiona1.pdf	120
/dep/blwq/docstand/sitelaw/Selected%20developments/Spruce_Mountain/Site_Law/section_4/section_4_technical_ability.pdf	120
/dep/blwq/docstand/stormwater/esc/esclawbrochure.pdf	120
/dep/blwq/docstand/wd/antifouling_paint/is_clean.htm	120

/dep/blwq/docwatershed/bufhand.htm	120
/dep/blwq/docgrant/watershed/index.htm	119
/dep/blwq/doclake/waterlevel.htm	119
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/dobsonandalderflies.htm	119
/dep/blwq/docstand/sandsalt/kennebec-map.htm	119
/dep/blwq/docstand/sitelaw/statute_text.pdf	119
/dep/blwq/docwatershed/buffer_plant_list.pdf	119
/dep/blwq/doclake/lakelinks.htm	118
/dep/blwq/docstand/escbmps/escsectiond3.pdf	118
/dep/blwq/docstand/nrpa/342_4_4_2010.pdf	118
/dep/blwq/docstand/nrpa/birdhabitat/	118
/dep/blwq/docstand/stormwater/multisector/NOI_list.pdf	118
/dep/blwq/docstream/team/riparian.htm	118
/dep/blwq/teacher.htm	118
/dep/blwq/topic/invasives/yelfloatinghrt.htm	118
/dep/blwq/docstand/escbmps/escsectiona3.pdf	117
/dep/blwq/docstand/wd/toxics/metals.pdf	117
/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/crayfishandshrimps.htm	116
/dep/blwq/docstand/escbmps/escsectione8.pdf	116
/dep/blwq/topic/invasives/chestext.htm	116
/dep/blwq/docstand/dams/non_hydro/dam_removals.pdf	115
/dep/blwq/docstand/ip-nic.htm	115
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter7.pdf	115
/dep/blwq/docstand/stormwater/swapp.pdf	115
/dep/blwq/docwatershed/road_assoc_appendix/appendix_j.doc	115
/dep/blwq/docstand/escbmps/cover.pdf	114
/dep/blwq/docstand/escbmps/escsectioni3.pdf	114
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/appendixb.pdf	114
/dep/blwq/topic/energy_efficiency/index.htm	114
/dep/blwq/docmonitoring/swup/index.htm	113
/dep/blwq/topic/invasives/rrp_part1final.pdf	113
/dep/blwq/docgw/safehome/shp3.pdf	112
/dep/blwq/docstand/OBD/abandonment.pdf	112
/dep/blwq/docstand/ip-wlcomp.htm	111
/dep/blwq/docstand/stormwater/model_dwp_swppp.pdf	111
/dep/blwq/docstand/stormwater/multisector/2011/Public%20Comment%20Draft.pdf	111
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/yellowgreenalgae.htm	110
/dep/blwq/docstand/sandsalt/androskoggin-map.htm	110
/dep/blwq/docstand/sitelaw/form_f.pdf	110
/dep/blwq/docmonitoring/coastal/index.htm	109
/dep/blwq/docstand/stormwater/method.pdf	109
/dep/blwq/docstand/stormwater/msgp.htm	109
/dep/blwq/topic/westnile/index.htm	109
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/index.htm	108
/dep/blwq/training/npspubl.htm	108
/dep/blwq/training/npsvideo.htm	108
/dep/blwq/docstand/escbmps/escsectione7.pdf	107
/dep/blwq/docstand/stormwater/MCGPfactsheet.pdf	107
/dep/blwq/docstand/stormwater/multisector/noexposureform.pdf	107
/dep/blwq/docstand/uic/index.htm	107
/dep/blwq/rules/355basis03b.pdf	107
/dep/blwq/doceducation/newsletter.htm	106
/dep/blwq/doclake/resources.htm	106
/dep/blwq/docstand/nrpa/ILF_and_NRCP/index.htm	106
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter7_4.pdf	106
/dep/blwq/docstand/sz/stat.pdf	106
/dep/blwq/newslet/omaug2006.pdf	106
/dep/blwq/docstand/nrpa/vernalpools/	105
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/appendixa.pdf	105
/dep/blwq/docwatershed/camp/roads/index.htm	105

/dep/blwq/orgdwqm.pdf	105
/dep/blwq/topic/vessel/SA/area_c.pdf	105
/dep/blwq/wetlands/meadow.htm	105
/dep/blwq/docenf/lrrfieldnmro.pdf	104
/dep/blwq/docstand/sitelaw/application_cover.doc	104
/dep/blwq/doclake/lakesmart/landscapepro.htm	103
/dep/blwq/docmonitoring/stream/index.htm	103
/dep/blwq/docstand/escbmps/escsectione2.pdf	103
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter6.pdf	103
/dep/blwq/orgchart.htm	103
/dep/blwq/topic/invasives/fantext.htm	103
/dep/blwq/doclake/biomanipulation/index.htm	102
/dep/blwq/doclake/lakesmart/recognition.htm	102
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/diatoms.htm	102
/dep/blwq/docstand/sitelaw/Selected%20developments/Record_Hill/Section%2029%20Decommissioning%20Plan.pdf	102
/dep/blwq/docstand/wd/appgen.pdf	102
/dep/blwq/vol1pt5.pdf	102
/dep/blwq/docmonitoring/biomonitoring/contact.htm	101
/dep/blwq/docstand/nrpa/in_lieu_program.htm	101
/dep/blwq/docstand/stormwater/maps3/Bangor_West.pdf	101
/dep/blwq/docstand/stormwater/multisector/home.htm	101
/dep/blwq/docteacher/cwf/nmcwfinform.pdf	101
/dep/blwq/docstand/stormwater/multisector/noiform.pdf	100
/dep/blwq/docstand/stormwater/rule500and502/appe.htm	100
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter9.pdf	100
/dep/blwq/newslet/omjuly2005.pdf	100
/dep/blwq/topic/invasives/whatif.htm	100
/dep/blwq/doclake/publake.htm	99
/dep/blwq/docstand/stormwater/stormwaterbmps/vol1/appendixa.pdf	99
/dep/blwq/docstand/stormwater/stormwaterbmps/vol1/chapter5.pdf	99
/dep/blwq/quizgwa.htm	99
/dep/blwq/doceducation/dirtold2.htm	98
/dep/blwq/docstand/sitelaw/Selected%20developments/Spruce_Mountain/additional_information/9_24_2010/other/siemens_noise_reduction_study.pdf	98
/dep/blwq/docstand/stormwater/maps3/Lincoln.pdf	98
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter8_1.pdf	98
/dep/blwq/docstream/vrmp/qapp/app11c-colilert-quantitray-qaqc-checklist.pdf	98
/dep/blwq/docteacher/lessons/plankton.htm	98
/dep/blwq/docwatershed/road_assoc_appendix/appendix_k.doc	98
/dep/blwq/doceducation/dirtnew.htm	97
/dep/blwq/doclake/ecsumry2.htm	97
/dep/blwq/docstand/stormwater/maps3/Bangor_East.pdf	97
/dep/blwq/docstand/stormwater/rule500and502/flowchart.pdf	97
/dep/blwq/topic/invasives/topics/salmon_lake/index.htm	97
/dep/blwq/docgrant/obdpara.htm	96
/dep/blwq/doclake/econlong.pdf	96
/dep/blwq/docmonitoring/classification/reclass/index.htm	96
/dep/blwq/docstand/OBD/fs_laws.htm	96
/dep/blwq/docstand/stormwater/rule500and502/4.htm	96
/dep/blwq/docwatershed/camp/index.htm	96
/dep/blwq/topic/invasives/invlink.htm	96
/dep/blwq/docgrant/invasive/index.htm	95
/dep/blwq/docmonitoring/biomonitoring/keyreport_guidance.pdf	95
/dep/blwq/docmonitoring/biomonitoring/materials/davies_jackson_bcg_ea_2006.pdf	95
/dep/blwq/docstand/sitelaw/Selected%20developments/Rollins_wind_project/Volume%20II/Section%2026%20Shadow%20Flicker.pdf	95
/dep/blwq/docstand/stormwater/multisector/lists.htm	95
/dep/blwq/docstand/stormwater/stormwaterbmps/vol1/chapter2.pdf	95
/dep/blwq/docstand/timber.pdf	95
/dep/blwq/doceng/YCCC_courses.pdf	94

/dep/blwq/docmonitoring/biomonitoring/sampling/bugs/truebugs.htm	94
/dep/blwq/docmonitoring/impairedwaters/index.htm	94
/dep/blwq/docstand/nrpa/significant_groundwater_wells/index.htm	94
/dep/blwq/docstand/sitelaw/Selected%20developments/power_reliability_project/additional_material/apps_sections_6_25_2010/Site_Law_25.0_Notices_060110.pdf	94
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/appendixc.pdf	94
/dep/blwq/docstand/stormwater/stpbr.pdf	94
/dep/blwq/docstand/wd/long_creek/index.htm	94
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/dinoflagellates.htm	93
/dep/blwq/docmonitoring/lake/lakedata.htm	93
/dep/blwq/docstand/escbmps/escsectione9.pdf	93
/dep/blwq/docstand/sandsalt/whattoknow.htm	93
/dep/blwq/docstand/sitelaw/Selected%20developments/Record_Hill/index.htm	93
/dep/blwq/docstand/stormwater/	93
/dep/blwq/docgrant/stormwatercomp/index.htm	92
/dep/blwq/docmonitoring/nitsum.htm	92
/dep/blwq/docstand/stormwater/2006mcgptext.pdf	92
/dep/blwq/wetlands/wetlandfunc.htm	92
/dep/blwq/doceducation/Homeowner/index.htm	91
/dep/blwq/docwatershed/buff.htm	91
/dep/blwq/topic/vessel/SA/index.htm	91
/dep/blwq/doclake/materials/topics/algal_toxins/index.htm	90
/dep/blwq/docmonitoring/TMDL/index.htm	90
/dep/blwq/docstand/sitelaw/Selected%20developments/2010/calais_ing/slod/section_3.pdf	90
/dep/blwq/topic/invasives/cbi_handbook.pdf	90
/dep/blwq/topic/vessel/SA/area_b.pdf	90
/dep/blwq/doclake/repbloomlist.htm	89
/dep/blwq/docstand/sitelaw/Selected%20developments/Mars_Hill/post_development_reviewed.pdf	89
/dep/blwq/docstand/stormwater/maps3/Brunswick_Topsham.pdf	89
/dep/blwq/docstand/stormwater/multisector/permit/msgp.pdf	89
/dep/blwq/docstand/stormwater/swapp.doc	89
/dep/blwq/docstand/uic/definitions.htm	89
/dep/blwq/docwatershed/road_assoc_appendix/appendix_h.pdf	89
/dep/blwq/newslet/omsept2002.pdf	89
/dep/blwq/docgw/safehome/shp5.pdf	88
/dep/blwq/doclake/public_involvement/geocache/index.htm	88
/dep/blwq/docstand/nrpa/armycor1.htm	88
/dep/blwq/docstand/sitelaw/Selected%20developments/2010/calais_ing/slod/section_4.pdf	88
/dep/blwq/docstand/sitelaw/Selected%20developments/Oakfield_wind_project/Volume_III/Exhibit_1/400_Series_%20Details_and_Notes/C-403.PDF	88
/dep/blwq/docstand/sitelaw/third_party_combined.pdf	88
/dep/blwq/docwatershed/bufd.htm	88
/dep/blwq/docwatershed/road_assoc_appendix/appendix_o.pdf	88
/dep/blwq/doceng/opcertapp.pdf	87
/dep/blwq/doclake/fert/research.htm	87
/dep/blwq/docmonitoring/toxics/index.htm	87
/dep/blwq/docstand/dams/hydro_FERC_process/is_hydro_relicensing.pdf	87
/dep/blwq/docstand/general/windpower/finesst_lakes1.pdf	87
/dep/blwq/docstand/nrpa/sand_dune_application.doc	87
/dep/blwq/docstand/stormwater/stormwaterbmps/certification/answer_sheet.pdf	87
/dep/blwq/docstand/wd/ch584_appendix_a_05.pdf	87
/dep/blwq/docstream/vrmp/publication.htm	87
/dep/blwq/docteacher/cwf/2010nmcwfapplication.pdf	87
/dep/blwq/docwatershed/bufb.htm	87
/dep/blwq/group.htm	87
/dep/blwq/newslet/omfeb2005.pdf	87
/dep/blwq/training/company.htm	87
/dep/blwq/wetlands/wetlandcontact.htm	87
/dep/blwq/doceducation/dirtold4.htm	86

/dep/blwq/docstand/ip-rock.htm	86
/dep/blwq/docstand/nrpa/coastal_shoreline_stabilization.pdf	86
/dep/blwq/docstand/stormwater/stormwaterbmps/vol1/chapter1.pdf	86
/dep/blwq/rules/NRPA/2011/stream_crossings/index.htm	86
/dep/blwq/topic/vessels/repCruiseReport.pdf	86
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/euglenoids.htm	85
/dep/blwq/docstand/escbmps/introduction.pdf	85
/dep/blwq/docstand/is-esclaw.htm	85
/dep/blwq/docstand/stormwater/bmp/topsoilstockpile.pdf	85
/dep/blwq/topic/site_storm_revisions/stormwater_rules/rock_sandwich_detail.pdf	85
/dep/blwq/wetlands/flood.htm	85
/dep/blwq/wetlands/wetlandlinks.htm	85
/dep/blwq/doceng/wweng.htm	84
/dep/blwq/docmonitoring/biomonitoring/materials/qapp_table2.pdf	84
/dep/blwq/docmonitoring/biomonitoring/materials/sop_temp_logger.pdf	84
/dep/blwq/docmonitoring/swat/index.htm	84
/dep/blwq/docstand/sitelaw/Selected%20developments/2010/calais_lng/index.htm	84
/dep/blwq/delegation/transition.htm	83
/dep/blwq/docmonitoring/biomonitoring/	83
/dep/blwq/docmonitoring/biomonitoring/sampling/algae/cyanobacteria.htm	83
/dep/blwq/docstand/sitelaw/Selected%20developments/2010/saddleback_ridge_wind/section_4 technical_ability/section_4_technical_ability.pdf	83
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter7_6.pdf	83
/dep/blwq/docstand/wd/long_creek/2009/general_permit.pdf	83
/dep/blwq/delegation/index.htm	82
/dep/blwq/docstand/nrpa/ip_wl_protection.htm	82
/dep/blwq/docstand/nrpa/vernalpools/timing.pdf	82
/dep/blwq/docstream/team/slidebasics2.htm	82
/dep/blwq/docteacher/lessons/watershed_model.pdf	82
/dep/blwq/report/hgambient.pdf	82
/dep/blwq/docmonitoring/pg19_22.pdf	81
/dep/blwq/docstand/fsminim.htm	81
/dep/blwq/docstand/hardness.pdf	81
/dep/blwq/docstand/stormwater/multisector/2011/Public%20Comment%20Draft%20With%20Se ctors.pdf	81
/dep/blwq/docstand/stormwater/stormwaterbmps/vol1/cover.pdf	81
/dep/blwq/topic/invasives/parrotfeather.htm	81
/dep/blwq/training/Fronrunner/index.htm	81
/dep/blwq/docgrant/319_files/annabessacook.pdf	80
/dep/blwq/docstand/sitelaw/Selected%20developments/Spruce_Mountain/additional_informatio n/9_24_2010/fsm/exhibit_9.pdf	80
/dep/blwq/docstand/stormwater/maps/index.htm	80
/dep/blwq/docstand/stormwater/multisector/modelAuto%20Salvage%20SWPPP.doc	80
/dep/blwq/docwatershed/materials/LID_guidance/manual.pdf	80
/dep/blwq/rfp/deprfp201102032.htm	80
/dep/blwq/doceducation/presentations/index.htm	79
/dep/blwq/docstand/stormwater/stormwaterbmps/vol1/chapter3.pdf	79
/dep/blwq/docstand/stormwater/stormwaterbmps/vol2/appd_worksheet1.xls	79
/dep/blwq/docstand/stormwater/stormwaterbmps/vol3/chapter3.pdf	79
/dep/blwq/docstand/sz/is-restoration.htm	79
/dep/blwq/docstand/sz/SZGuide_2006_Inland_Version.pdf	79
/dep/blwq/docwatershed/contacts.htm	79
/dep/blwq/training/suppliers.pdf	79
/dep/blwq/docstand/mining/ch378_2007.pdf	78
/dep/blwq/docstand/stormwater/bmp/culvertoutlet.pdf	78
/dep/blwq/docwatershed/marina/sec4a.pdf	78
/dep/blwq/newslet/mstpnews.pdf	78
/dep/blwq/wetlands/disclaim.htm	78
FULL SPREADSHEET INCLUDES ANOTHER 276 PAGES OF WEBPAGE DOCUMENTS.	
/dep/blwq/docmonitoring/biomonitoring/history.htm	77

Logan, Jessamine

From: Wilkins, Karl E
Sent: Thursday, April 14, 2011 8:20 AM
To: Webster, Martha E
Subject: RE: web pages controlled by InforME

Well, an 80% reduction may not be that bad when over 95% of the content we have is not being viewed. A page might be "good" but if no one is looking at it, what purpose does it serve? Now I know it begs the question WHY is it not being viewed - people are not interested in it or they just can't find it. If it's the latter, reducing the number of pages and redesign will help. If it's the former, then maybe there needs to be some other means of raising awareness besides burying a page on a 5000, 1000 or whatever the number page website. You know the web is a living entity. Nothing will be gone forever and if good information happens to be moved, it can always be brought back.

From: Webster, Martha E
Sent: Thursday, April 14, 2011 7:58 AM
To: Wilkins, Karl E
Subject: RE: web pages controlled by InforME

You mentioned a number at one point but it is Sam who has said that the 5,000+ pages should be reduced to 1,000. That is an 80% decrease which is scary! It also means even if you keep the Commissioner's office to 100 pages each of the remaining bureaus would only be allowed 300 each. I'm afraid a lot of good pages will be sacrificed to hit that number.

Martha Webster

Air Quality Meteorologist
Maine DEP - Bureau of Air Quality
Phone: (207) 287-8093

Air Quality Forecasts:
Hotline (800)223-1196
Website <http://www.maine.gov/dep/air/ozone/>

From: Wilkins, Karl E
Sent: Thursday, April 14, 2011 7:36 AM
To: Webster, Martha E
Subject: RE: web pages controlled by InforME

I'm sorry if I gave the impression that there is a magic number or page count that we're trying to reach. I am really more interested in reducing the amount of content that is simply not being looked at by any human beings, only search indexing robots

From: Webster, Martha E
Sent: Thursday, April 14, 2011 7:11 AM
To: Wilkins, Karl E
Subject: RE: web pages controlled by InforME

Logan, Jessamine

From: DePoy-Warren, Samantha
Sent: Tuesday, May 22, 2012 3:14 PM
To: Aho, Patricia; Winters, Ken; Dyer, Ron; Loyzim, Melanie; Kuhns, Mick; Parent, Heather; Churchill, Julie M; Cone, Marc A; Clark, Paula M; Whittier, Scott; Seel, George J; Dusch, Jim E; Witherill, Donald T; Courtemanch, Dave L; Bergeron, Mark; Logue, Edward; Archer, Nick D; Parker, Barbara T; Kavanah, Brian W; DePoy-Warren, Samantha
Cc: Wilkins, Karl E
Subject: DEP Website Stats

Hope this finds you all well.

Each of you was integral in helping get our new DEP website launched late in 2011 and after a few months of finalizing the transition from old site to new, including repairing broken links, bringing content current, etc., our new and improved site is fully functioning, we continue to receive extremely positive feedback (including from fellow state agencies who are looking at our process and the final product as a model as they try to modernize their own sites) and I wanted to give you an update on where we go from here when it comes to the web.

The new site has about a third of the pages and files our previous site had, and as a result, it is much easier to navigate and the search functions are generating more relevant results. Beyond improving the user's experience with the reduction of pages, we are now better able to manage the content we have, including analyzing the site's analytics to get a fuller understanding of what our visitors are looking for, how they are finding it and how we can improve that process for them.

Karl kindly put a summary of statistics for our first four months of the year with the new site together and we wanted to share it with all of you because these numbers tell an interesting story about what people are looking for that I think can inform our work. Who knew that (with the exception of our homepage), visitors to our site are most interested in knowing how to clean-up a broken CFL? Some other interesting trends we're seeing is that in comparison to the same period last year, the DEP jobs listing is getting twice as many hits, and the number of hits on pages about NRPA, GIS Data & Maps and our Air Quality Forecasts have also experienced sizable jumps. Additionally, our newsroom page and then the combination of visits to individual press releases have for the first time ever, broken into the top 20 of the most visited pages, likely because we're putting out a lot more news releases and also including adapted versions of our weekly highlights on the newsroom page (as well as the Commissioner's Office page). Most notable, we're seeing that people are finding what they want on our site with less clicks than ever before, that the pages they are landing on from search engines are giving them the content they need resulting in less traveling through the site, and that our homepage is becoming more valuable of a page than it has in the past (likely because of the prominent inclusion of contact info). Here is the list of top pages for January 1 through April 30:

(Visits are unique viewers and are the most relevant measure of use. Page views are the number of page views generated by those users, and are a larger number because most will hit the same page multiple times.)

Content

Visits

Page
views

DEP Home page (/dep/)	78294	122886
Broken fluorescent lamp (/dep/homeowner/cflbreakcleanup.html)	7994	8566
Air Quality (/dep/air/index.html)	5761	7212
Permits, Licenses, Certifications (/dep/permits/)	5525	6658
GIS Data & Maps (/dep/gis/datamaps/)	5436	6212
NRPA (/dep/land/nrpa/index.html)	4570	5567
Jobs at DEP (/dep/about/mdepjobs.html)	4500	4999
Land Resources (/dep/land/index.html)	4231	5116
Water Quality (/dep/water/index.html)	4102	5240
Programs (/dep/programs/)	3774	4402
Waste Management (/dep/waste/index.html)	3672	4497
Staff Directory (/dep/contact/staff-directory.html)	3493	4073
Haz & Oil Spill Report Service (/dep/rwm/hoss/report.php)	3380	6449
Underground Storage Tanks (/dep/waste/ust/index.html)	3232	4601
Individual News items (/dep/news/news.html)	3167	4420
Newsroom (general) (/dep/news/index.html)	2973	3114
Erosion & Sedimentation Control Law (/dep/land/erosion/index.html)	2897	3923
Spills & Site Cleanup (/dep/spills/index.html)	2765	3418
Air Quality Forecast (/dep/air/ozone/)	2720	3854
Total site traffic	466577	602444

If you are ever in need of analytics related to the site (for example, wondering if anyone is actually reading that report), please reach out to Karl and he can likely provide that for you.

Additionally, now that the new site is fully functioning, we plan to methodically do proactive content improvements so if there are pages within your divisions that you believe need to be overhauled to make content more current, accessible, reflect new regulations, etc., please let Karl know so he can prioritize and develop a schedule for he and other web writers to work with you and your staff to edit those pages (as opposed to the reactive side of web work, ie. we need to post notice of an upcoming public meeting).

Again, I want to thank you and any applicable staff who helped make the site what it is today and reiterate the great work and appreciation for what Karl, Karen Anderson, Paula Ripley, Mary Breton and most recently Barb Welch have done related to www.maine.gov/dep.

As always, please reach out to myself or Karl with any web related questions.

-Sam

Samantha DePoy-Warren
Spokesperson/Director of Communications & Education
Maine Department of Environmental Protection
(207) 287-5842 (office) / (207) 592-0427 (cell)
samantha.depoy-warren@maine.gov

17 State House Station
Augusta, ME 04333
tel.: (207) 287-7725

-----Original Message-----

From: Brown, Teco

Sent: Monday, June 06, 2011 9:57 AM

To: Cassida, James; Courtemanch, Dave L; Kavanah, Brian W; Witherill, Donald T; Margerum, Mark T; Breton, Mary B

Subject: FW: Web stats excel sheet

FYI. This is our (L/W) website compressed into its various pages.

SMT is proposing to delete anything that doesn't get at least 40 hits/month. Since the list covers 4 months, that would mean that all below line 247 would be deleted. Please look at the entire list and let me know if anything MUST be saved. We'll discuss this at BMT on 6/14. Thanks. Teco

-----Original Message-----

From: Wilkins, Karl E

Sent: Friday, June 03, 2011 9:12 AM

To: Brown, Teco

Cc: Breton, Mary B

Subject: Web stats excel sheet

Teco,
Attached is an Excel sheet with stats from Jan 1 - Apr 30 showing all files. We can discuss when we meet at 10. See you then.

(207) 287-5404
FAX: (207) 287-7826
MAILTO:david.ladd@maine.gov
Think Blue
Clean Water Starts With You!

-----Original Message-----

From: Moody, Alison R
Sent: Monday, June 06, 2011 12:40 PM
To: Witherill, Donald T; Dumont, Aaron A; Guglielmo, Wynne; Ladd, David
Subject: RE: Web stats excel sheet

Outrageous. When was this data collected? There are some very old items listed for multisector which haven't been posted to the web for some time. In addition, there are some very new items which haven't been posted for 4 months such as the 2011 NOI and has 40 hits. I think the 2011 MSGP was on the list and response to comments as well. I also thought we had some requirement to post records like permitted facilities, etc.

On another note, I do think we could scale back having both word and PDF versions of the same document posted to help save space.

This cut back is not going to make technical assistance easy for our permittees.

Alison R. Moody
Industrial Stormwater Inspector
Division of Watershed Management
Maine DEP
312 Canco Road
Portland, ME 04103
office: (207) 791-8105
cell: (207) 615-8936

-----Original Message-----

From: Witherill, Donald T
Sent: Monday, June 06, 2011 11:41 AM
To: Arthur Mcglaufflin; Ben Viola; David Ladd; David Waddell; Donald Kale; DuBois, Marianne S; Dumont, Aaron A; Feindel, Kristin B.; Greg Beane; Guglielmo, Wynne; Jeff Dennis; Kathy Hoppe; Ken Libbey; Marianne Hubert; Mary-Ellen Dennis; Montanez, Cynthia; Moody, Alison R; Ng, Geoffrey; Norm Marcotte; Pienta, Susan; Tony St.Peter; Welch, Barb; Wendy Garland; William Lafiamme
Subject: FW: Web stats excel sheet

This is in regards to a perceived need to shrink the DEP web site. This looks like it could have a huge impact on our outreach abilities. The proposed cut-off seems rather draconian to me, but I need to hear back from everyone to see if my gut reaction is valid. Take a look at what is proposed to be deleted and see if it would affect your programs, then get back to me before June 14th.

Don Witherill
Director, Division of Watershed Management Bureau of Land & Water Quality Maine Department of Environmental Protection

-----Original Message-----

From: Brown, Teco

Sent: Wednesday, June 08, 2011 8:30 AM

To: Ladd, David

Cc: Witherill, Donald T; Courtemanch, Dave L; Kavanah, Brian W; Cassida, James; Margerum, Mark T

Subject: RE: Web stats excel sheet

Dave: I haven't talked to Don yet about your response, but I agree at least in principal with your comments. There are a number of things in discussion about the website. I won't use the descriptive adjectives here, but suffice to say they aren't good. After we get through all that, it's easy to conclude that there must be a better way. So it's that task we're embarking on. One of the things decided so far is that there is a bunch of "junk" on the site. For example, Mary found something specifically relating to rule making 2001(not a typo). Why is this still on our site? Second, 6,000 plus pages for Land & Water is just too much. There has to be a better way. The group InformMe who is working with the Governor's office to make state websites better has suggested that if a page doesn't get 40 hits/month it isn't worth keeping on the site. Dave C. says even if a page doesn't get 40 hits/month, by being on the website it could prevent a FOAA and save a bunch of staff time and money. I agree. So here's my position. We, Land & Water need to help bring ideas to the table that will result in a smaller, better, information appropriate site. To this end, we all need to be reviewing the L&W pages so we can justify and organize what should stay. So my challenge to all staff is to review their portions of the site, note for me what pages should stay and suggest how to best organize them so the site is intuitive and useful to our customers.

Thoughts? Teco

-----Original Message-----

From: Ladd, David

Sent: Wednesday, June 08, 2011 7:15 AM

To: Moody, Alison R; Witherill, Donald T; Dumont, Aaron A; Guglielmo, Wynne

Cc: Brown, Teco

Subject: RE: Web stats excel sheet

Don,
This is not good for business, and will be a "black eye" for the Department. Our customers/permittees use & rely on our web site due to the recent permit reissuance. This is an important resource to get forms and other valuable information for permit compliance. If this resource is no longer available for the 1,500 or so Permittees & No Exposure facilities how are we to get this information out to the regulated community? This is a very bad idea and will be a deal breaker for our program. I hope the Department reconsiders this idea.

Sincerely,

David Ladd

Municipal and Industrial Stormwater Coordinator Maine DEP
17 State House Station
Augusta, ME 04333-0017

Logan, Jessamine

From: Wilkins, Karl E
Sent: Monday, June 13, 2011 3:29 PM
To: DePoy-Warren, Samantha
Subject: FW: Web stats excel sheet

-----Original Message-----

From: Kavanah, Brian W
Sent: Monday, June 13, 2011 3:02 PM
To: Wilkins, Karl E
Subject: FW: Web stats excel sheet

-----Original Message-----

From: Courtemanch, Dave L
Sent: Monday, June 06, 2011 10:46 AM
To: Brown, Teco; Cassida, James; Kavanah, Brian W; Witherill, Donald T; Margerum, Mark T; Breton, Mary B
Subject: RE: Web stats excel sheet

The hits per month criteria doesn't make sense (unless you are selling advertising).

Many of the low use pages are reports, or pages within reports, that need to be kept available to public. It is much cheaper and efficient to leave these online than to have staff retrieve documents for someone from the public who is interested.

There may be items we can identify that are out of date or have no expected future use but that will need a more surgical approach.

DC

-----Original Message-----

From: Brown, Teco
Sent: Monday, June 06, 2011 9:57 AM
To: Cassida, James; Courtemanch, Dave L; Kavanah, Brian W; Witherill, Donald T; Margerum, Mark T; Breton, Mary B
Subject: FW: Web stats excel sheet

FYI. This is our (L/W) website compressed into its various pages.

SMT is proposing to delete anything that doesn't get at least 40 hits/month. Since the list covers 4 months, that would mean that all below line 247 would be deleted. Please look at the entire list and let me know if anything MUST be saved. We'll discuss this at BMT on 6/14. Thanks. Teco

-----Original Message-----

From: Wilkins, Karl E
Sent: Friday, June 03, 2011 9:12 AM
To: Brown, Teco
Cc: Breton, Mary B
Subject: Web stats excel sheet

Logan, Jessamine

From: Wilkins, Karl E
Sent: Monday, June 13, 2011 1:58 PM
To: DePoy-Warren, Samantha
Subject: FW: Web stats excel sheet

FYI - I have not called Brian back yet.

From: Kavanah, Brian W
Sent: Monday, June 13, 2011 1:37 PM
To: Wilkins, Karl E
Subject: FW: Web stats excel sheet

This is what I want to talk to you about. Please give me a call when you get back to your desk.

Thanks.

From: Kavanah, Brian W
Sent: Friday, June 10, 2011 6:30 PM
To: Brown, Teco; Cassida, James; Courtemanch, Dave L; Witherill, Donald T; Margerum, Mark T; Breton, Mary B; Rushton, Peter
Subject: RE: Web stats excel sheet

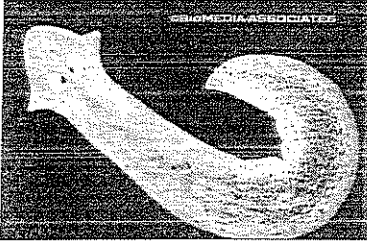
I'll preface my comments with the fact that I know nothing about web design, web stats, etc.

However, after a brief review of these stats I find them suspect. I'm seeing over 100 hits in the four month period for pages that I would not expect anywhere near that many such as our OM newsletter from 2005 and 2006, the org chart for DWQM, amalgam separators, a very old article on a water toxics issue. Some of the high hit pages are also suspect. Did we really have 1,123 visits to the biomonitoring page on flatworms?

Our web page needs improvement but I don't find this approach very useful. I don't think we have an accurate problem statement to guide us in how improvements should be made.

Based on this approach the entire BLWQ web page would consist of only the 247 pages above line 247. I haven't studied what that would look like but I expect it would not be very balanced or useful. If we polled another 4 month period it could be an entirely different set of pages.

I hope we can have a serious discussion about this at BMT and come up with a different approach. I suggest that SMT develop some high level goals and requirements for our site with standardized format where that makes sense (such as no data older than XXX, no PDF documents, certain info must be available within XX clicks of the homepage, etc.) The Divisions should then be charged with ensuring each program area has pages that are consistent with the overall goals but with flexibility to modify if needed due to any unique features of the program. The program managers should know their users best. Then set a time table for revision similar to what was done with the rule review.



-----Original Message-----

From: Brown, Teco

Sent: Monday, June 06, 2011 9:57 AM

To: Cassida, James; Courtemanch, Dave L; Kavanah, Brian W; Witherill, Donald T;

Margerum, Mark T; Breton, Mary B

Subject: FW: Web stats excel sheet

FYI. This is our (L/W) website compressed into its various pages.

SMT is proposing to delete anything that doesn't get at least 40 hits/month. Since the list covers 4 months, that would mean that all below line 247 would be deleted. Please look at the entire list and let me know if anything MUST be saved. We'll discuss this at BMT on 6/14. Thanks. Teco

-----Original Message-----

From: Wilkins, Karl E

Sent: Friday, June 03, 2011 9:12 AM

To: Brown, Teco

Cc: Breton, Mary B

Subject: Web stats excel sheet

Teco,

Attached is an Excel sheet with stats from Jan 1 - Apr 30 showing all files. We can discuss when we meet at 10. See you then.

Logan, Jessamine

From: DePoy-Warren, Samantha
Sent: Monday, June 13, 2011 5:56 PM
To: Wilkins, Karl E
Subject: RE: Web stats excel sheet

This is out of control and I've talked to Teco and also to Jim and Pattie about this situation this evening. The message to staff is not that this is a black eye on the department but it is what the regulated community has requested because of countless complaints about their ability to navigate the site.

A few points...

-David Ladd said " Our customers/permittees use & rely on our web site due to the recent permit reissuance. This is an important resource to get forms and other valuable information for permit compliance. "

The reality is that the pages customers/permittees rely on will remain on the site. It's the superfluous other junk that is getting in the way of them finding what they need will be removed. We know what pages people rely on because we can see the numbers not some anecdotal evidence from staff...

-Alison Moody said: "I do think we could scale back having both word and PDF versions of the same document posted to help save space."

Exactly- this is a huge part of the issue and the major thing we're going to take off the site.

-Alison Moody also said: " This cut back is not going to make technical assistance easy for our permittees."

This is not true. The whole goal of the redesign is to make it easier for us to walk people through the site to help them find what they need via phone, or for them to get through themselves. Information will be streamlined and better organized. Searches will deliver better results. This will be better for users.

If you do not want to go to the BMT meeting, that's certainly understandable and I am fine with that. I've asked Teco (as has Jim) to remember that as was discussed in the SMT you attend, the direction and leadership on the redesign and the importance of it needs to come from the Bureau Directors.

-----Original Message-----

From: Wilkins, Karl E
Sent: Monday, June 13, 2011 3:28 PM
To: DePoy-Warren, Samantha
Subject: FW: Web stats excel sheet

-----Original Message-----

From: Kavanah, Brian W
Sent: Monday, June 13, 2011 3:03 PM
To: Wilkins, Karl E
Subject: FW: Web stats excel sheet

Boutillier, Lynn A

From: DePoy-Warren, Samantha
Sent: Wednesday, March 09, 2011 2:44 PM
To: Brown, Darryl; Aho, Patricia
Subject: Stormwater Ducky Ad

Darryl and Pattie,

I wanted to give you a head's up to the "Ducky II" ad that DEP largely created and funded and that will soon be appearing on Maine television stations. The ad is a follow-up to the Ducky I ad which ran last year, and can be seen here: <http://media.maine.gov/cgi-bin/vid?id=utCwkeLRt3cLdLY>.

This year's Ducky II ad was created by Burgess Advertising (owned as you likely know by Rep. Meredith Burgess) and is about maintaining a healthy lawn without using harmful chemicals to do so. You can view the ad here: \\oit-isa1fsemc01\dep-data\COMMITTEES\Webmasters\test_dep\video\ducky2\index.htm. It will roll out in the Portland media market on March 28, in Bangor on April 4 and in Presque Isle on April 11. It will air for four weeks in some markets and three in others.

Here is the funding breakdown:

The funding to create the Ducky II ad (to Burgess, which won a national RFP):

\$10,000 - Board of Pesticides Control
\$5,000 - Casco Bay Estuary Partnership
\$15,000 DEP (Federal 319 funds)
\$30,000 total

The funding to air Ducky II (media buys handled through Burgess)

60% (\$47,000) from DEP
40% (\$32,500) from our stormwater partners - the regulated MS4 communities and some of the nested entities
\$79,500 total

While I appreciate the intent of the ad campaign and the hard and passionate work of the team of our staff who shepherded this ad creation process along, I believe it is a vulgar use of our department's time and funds, regardless of whether they are state or federal monies. I suspect many taxpayers agree, and this is the only reason that I am not more frustrated that despite our \$100k plus investment, Maine DEP is not even recognized as a sponsor of the ad. With the ad approved by the past administration, already paid for and airing in less than two weeks, I suspect there is nothing we can do to prevent it from going public, but I hope in the future we can utilize more cost-effective and financially-responsible outreach and that I have the support of both of you and the bureau directors in conveying that to the staff.

I had spoken to the staff involved about possibly doing a media release about the launch of this ad, however, this was before I knew the costs associated with the creation of the campaign and before I actually saw it. I am currently weighing the pros and cons of doing a release, and would appreciate your thoughts on this. I certainly want to honor our department's investment of time and money, but am concerned about the public perception about us spending so much money in this political and financial climate.

Let me know if you have any questions.

-Sam

Hoppe, Kathy M

From: Hoppe, Kathy M
Sent: Monday, March 28, 2011 11:29 AM
To: Ladd, David
Subject: Ducky II

David Please forward the following email to the stormwater communities.

Hey Folks

The time is here. Ducky II starts airing today in the Portland market, Bangor market next week and the following week northern Maine. Jami has updated the ThinkBlueMaine web site with the new add and she will be watching to see if we see an increase in hits which will provide some immediate feedback. DEP plans to follow-up with a phone survey this summer similar to the ones we have done in the past.

It is time for you to start airing the ad on your local access stations and any other venues you have access to.



Kathy Hoppe
Division of Watershed Management
Maine Department of Environmental Protection
1235 Central Drive
Presque Isle, ME 04769
207-760-3134
207-760-3143

Clean Water Starts With You!



Please consider the environment before printing this email.

Aho, Patricia

From: Hoppe, Kathy M
Sent: Tuesday, March 20, 2012 9:07 AM
To: Curtis Bohlen; Jami Fitch; 'Brenda Zollitsch'; 'Warren, Wendy'; (klr@smemaine.com); Fish, Gary; Schlein, Paul B; 'Laura Wilson'; 'CRONIN, JOHN 1stLt USAF ANG 101 ARW/MDG'; eric.johns@ang.af.mil
Cc: Ladd, David; Welch, Barb; DePoy-Warren, Samantha; Aho, Patricia; Witherill, Donald T; DuBois, Marianne S; Archer, Nick D; Bob Demkowicz; Don Wayne; 'scott.patricia@epa.gov'
Subject: Think Blue Maine TV Ad Awarded a Bronze
Attachments: Document.pdf

Hello Think Blue Maine Partners

Great news. I received an announcement that the Think Blue Maine Lawn Care ad (Devil ducks) won a Service Industry Advertising Award Bronze Medal (note is says presented to Maine DEP, we had the contract with Burgess). Apparently Burgess Advertising submitted the ad. I have attached a scanned in copy of the award letter and the award document, along with a few pages I printed out from their web site.

There were nearly 2,000 entries, 146 received a gold, 111 Silver and 88 Bronze. A national panel of judges reviewed the entries for execution, creativity, quality, consumer appeal and overall break through advertising content. SIAA recognizes the achievements of the service industry.

Congratulations to all who contributed and helped make the ad possible! Thank you for partnering and helping to protect Maine's water resources and making Maine a great place to live!

Kathy Hoppe
Division of Watershed Management
Maine DEP
1235 Central Drive
Presque Isle, ME 04769
Note new phone number: 207-540-3134
Kathy.M.Hoppe@Maine.gov

From: Deven Morrill [mailto:dmorrill@LucasTree.com]

Sent: Friday, April 01, 2011 11:04 AM

Subject: FW: NEW DEP supported Rubber Ducky Ad is anti-lawncare!

Governor LePage,

Please read the e-mail below. This have gotten WAY out of hand. Now our own government is placing adds against our industry with false accusations. Please feel free to contact me in regards to this topic.

Deven Morrill

240-0432

From: Christopher A. Turmelle [mailto:chris@atlanticpestsolutions.net]

Sent: Friday, April 01, 2011 9:07 AM

To: Ted; 'Ralph Blumenthal'; 'Christopher A. Turmelle'; 'Jesse O'Brian'; 'Tom Sukley'; 'Rick Lewis'; 'Michael Guibord'; 'Mark Pendergast'; 'Joe Mitchell'; 'Jim Hodge'; 'Heath, Christopher'; 'George Thomas'; 'Faunce, Mark'; eduplessis@sportsfieldsinc.net; Deven Morrill; 'Dave Moody'; 'Bill Dixon'; 'Anne Murphy'; 'Al Lappin'; 'June Boston'; 'Tom Estabrook'; tardy@roadrunner.com; todd@windsweptgardens.com; MngmtPlus@aol.com; norpine@roadrunner.com; kjh.henderson@gmail.com; mmiller@agriumat.com; mowen@umext.umass.edu; 'Heath, Christopher'; c.wardle@charter.net; 'Conrad Davis'; cpdiii@davislandscape.com; 'Frank Perry'; 'Jim Hodge'; sabra@maine.rr.com; tlindsay@bartlett.com

Subject: NEW DEP supported Rubber Ducky Ad is anti-lawncare!

You have to see this new anti- lawn care add. Follow the link and watch. This is on our state government's web site no less! Jesse wants to talk about this at our strategy meeting at John Deere Landscapes (4pm) on Monday. I think we ought to contact Darryl Brown (the DEP Commissioner) and Governor Lepage's Staff on this if not email the Governor himself.

<http://media.maine.gov/cgi-bin/vid?id=mcazTfheJ2C71yl>

What's next? Maybe a picture of these duckies coming out of a hose and drifting all over while someone sprays ornamentals and trees?? You might say seeing this ad got me a little fired up when there is plenty of good science that shows that when lawn products are chosen wisely and used properly, they are not going harm the environment. I do not like a government agency being a part of an organization that demonizes my means of earning a living like this. I encourage some of you who have not been at too many of these meetings to get involved! I think we need a stronger coalition of lawn care and plant health care providers now!



Chris Turmelle
Turf Division Manager
Atlantic Pest Solutions
P. O. Box F
Kennebunkport, Me. 04046
1-800-439-7716 Office
207-251-0133 Cell
chris@atlanticpestsolutions.net
www.goatlanticgreen.com

Boutilier, Lynn A

From: Aho, Patricia
Sent: Monday, April 04, 2011 2:13 PM
To: DePoy-Warren, Samantha; Brown, Darryl
Subject: RE: NEW DEP supported Rubber Ducky Ad is anti-lawncare!

Sam - I agree you should send the response quickly and to highlight when and where the initiative started. I also concur with removing the ad from the website. The reaction underscores your initial thoughts were correct.

Pattie

From: DePoy-Warren, Samantha
Sent: Monday, April 04, 2011 1:54 PM
To: Brown, Darryl
Cc: Aho, Patricia
Subject: FW: NEW DEP supported Rubber Ducky Ad is anti-lawncare!

Perhaps it is no surprise but the ducky ad has ruffled some feathers and they've in turn been in touch with the Governor.

Not sure if you'd like me to draft a response, or if a staff member should do it (all of them are head over heels in love with this ad, so I am not sure what they'd say). My letter would essentially say this was an initiative of the previous administration, and shift the blame that way, which may not be the best way to handle it but is the truth.

Regardless of who responds, I'd like to send that response out via email and not via mail, because the letter seems fairly time sensitive.

Also, will you approve me pulling the ad off the state website?

Please advise,
Sam

From: Boutilier, Lynn A
Sent: Monday, April 04, 2011 1:43 PM
To: DePoy-Warren, Samantha
Subject: FW: NEW DEP supported Rubber Ducky Ad is anti-lawncare!

From: Governor
Sent: Monday, April 04, 2011 8:39 AM
To: Boutilier, Lynn A
Subject: FW: NEW DEP supported Rubber Ducky Ad is anti-lawncare!

Good morning Lynn - please respond on behalf of our Governor? (he also left a voice mail Friday . . .)

Thanks!

Patt

From: DePoy-Warren, Samantha
Sent: Wednesday, April 06, 2011 8:23 AM
To: Welch, Barb; Hoppe, Kathy M
Cc: Brown, Teco
Subject: Ducky Ad
Importance: High

Hope this finds you both well, Barb and Kathy.

I wanted to check-in with you and let you know we and the Governor's Office are getting a barrage of complaints about the Ducky II ad, including from an organized group of landscapers, lawn care specialists and others within that industry who are very upset about it. We've also heard from a few fellow state agencies with concerns as well. Obviously, an anti-lawn care ad as many see this does not sit well with those industries, who do their part to present eco-friendly options to consumers and who are important creators of jobs in Maine especially at this time of year.

For starters, I'd like this ad pulled off the Maine.gov media library page to protect the state and the department. Secondly, I need ASAP a one-page overview that explains the details of the ad creation and buy as well as the thought process behind the ad and the message it was trying to send. I'd ideally like this well before the end of the day, so I can forward it onto the Governor's Office, which has requested this overview.

Many thanks,

Sam

Samantha DePoy-Warren
Spokesperson/Director of Education and Outreach
Maine Department of Environmental Protection
17 State House Station
Augusta, ME 04333-0017

(207) 287-5842 (office)
(207) 592-0427 (cell)

Boutillier, Lynn A

From: DePoy-Warren, Samantha
Sent: Wednesday, April 06, 2011 6:54 PM
To: Brown, Darryl
Subject: RE: Ducky II ad update

I have an interview in Portland with Cindy Williams tomorrow morning at 10 a.m. She'd heard that the Governor's office asked us to pull the ad. I stressed this was not true, as it certainly isn't. I am, in fact, the person who asked the ad to be pulled of the Maine.gov website, because without the context that is provided on the Think Blue Maine website, people could think this ad solely was created by the state, and not understand that it really was part of a partnership with about 40 different entities. I am actually wondering if it is one of our staff members who contacted the press, which is an issue I will look into tomorrow.

This will be my statement to the press:

We're sorry that this ad has ruffled feathers and I share the concern from landscapers and lawn care experts that it doesn't tell the whole story of proper lawn care. I want to point out however that our message here was about cutting back and not eliminating the use of lawn chemicals and lawn care products. Our department will be reaching out to meet with those who are concerned to share with them the thinking that went into the ad development and to get their perspectives on how we might better educate the public about stormwater pollution and how it can be prevented.

This ad was created under the previous administration so unfortunately; this duck had already hatched before our current leadership team began work in February so I can not comment on the creation of the ad beyond what I've already said. That said... both our department and the Governor's Office are in agreement that we will not be pulling the ad, as frankly, this is not a decision directly within our department's purview, as the ad was created through the Think Blue Maine partnership that includes DEP, 28 Maine municipalities, the Board of Pesticides Control and other public and nonprofit entities. That said, in the future, we are committed to the creation of less controversial and less costly stormwater education and outreach as required under our permit with the Clean Water Act. I think there is lots to be learned from this experience and both the positive and negative feedback we received that will lead to even more effective education and outreach on this issue moving forward moving forward.

From: Brown, Darryl
Sent: Wednesday, April 06, 2011 6:43 PM
To: DePoy-Warren, Samantha
Subject: Re: Ducky II ad update

Sam

That is a great message to all of us as well as a challenge to respond to you in a timely fashion. You do a great job getting the right message out.

Darryl

From: DePoy-Warren, Samantha
Sent: Wednesday, April 06, 2011 06:36 PM
To: Welch, Barb; Brown, Teco; Hoppe, Kathy M; Witherill, Donald T
Cc: Brown, Darryl; Aho, Patricia

Subject: Ducky II ad update

I just wanted to give everyone an update on the Ducky II ad controversy and thank everyone who put their time and effort today into getting me the information needed so I can respond to the press inquiries. We were under enormous pressure from the press and in those situations, I need to be available and as responsive as possible, and I want to make sure before I talk, I have the right information that reflects well on our department and our staff. In the future when you get these requests for information in this context, please understand they are urgent. If I am slow to respond to the press, it can have the appearance that we are hiding something, and I certainly don't want that.

Just for background, a group of about 20 or so landscapers, arborists, lawn care and pest control businesses, and retailers who sell lawn products sent a letter to the Governor's Office and Commissioner with their sharp concern about the Ducky II ad. From where they sit, the ad seemed anti-lawn care. The letter said (among other things), "You might say seeing this ad got me a little fired up when there is plenty of good science that shows that when lawn products are chosen wisely and used properly, they are not going harm the environment. I do not like a government agency being a part of an organization that demonizes my means of earning a living like this."

I can see how this ad got the reaction from these professionals that it did. I'll admit I had a similar reaction when I first saw it and was even more concerned when I saw the costs associated with the ad's creation (regardless of whether the funding is federal or state, it's still our tax dollars at work and so the public has a right to let us know their reactions). I think that if viewers of the ad don't take the initiative to go to the Think Blue website and really read the recommendations and the science behind the ad, they could certainly walk away with the impression that the ad is anti lawncare, as it opens with the line "A picture perfect lawn may look harmless, but its effects can be a real horror show." Pardon the pun here, but the devil is in the details!

The Governor's Office shares our view that this ad should not be pulled and will not be pulled. They also share our commitment to not discounting the science and the efforts of all of our staff and others in the partnership that went into the creation of Ducky II as we respond to those who are concerned about the ad and to the press. You worked hard on this with the best of intentions, and I don't want that to be lost in this. My statements to the press will reflect just that.

Moving forward, I am excited to work with you all on less controversial and less costly stormwater education and outreach as required under our permit with the Clean Water Act. I think there is lots to be learned from this experience and both the positive and negative feedback we received that will lead to even more effective education and outreach moving forward. As the Director of the unit that leads education and outreach for our department, I look forward to having a leadership role in that process.

Please let me know if you have any further questions.

-Sam

Samantha DePoy-Warren
Spokesperson/Director of Education and Outreach
Maine Department of Environmental Protection
17 State House Station
Augusta, ME 04333-0017

(207) 287-5842 (office)

-----Original Message-----

From: ted@atlanticpestsolutions.net [mailto:ted@atlanticpestsolutions.net]

Sent: Thursday, April 07, 2011 7:37 AM

From: "Ted St. Amand" <ted@atlanticpestsolutions.net>

To: "Christopher A. Turmelle" <chris@atlanticpestsolutions.net>, "Ralph Blumenthal" RPB@atlanticpestsolutions.net;< ; "Jesse O'Brian" <jobrien@downeastturf.com>, "Tom Sukley" <tsukley@keystonehort.com>, "Rick Lewis" <ralgolf52@aol.com>, "Michael Guibord" <mguibord@turf-links.com>, "Mark Pendergast" mark@salmonfallsnursery.com>, "Joe Mitchell" <SLSGorham@hotmail.com>, "Jim Hodge" <jhodge@agriumat.com>, "Heath, Christopher" <CHeath@johndeerelandscapes.com>, "George Thomas" <doctoroz1975@yahoo.com>, "Faunce, Mark" <mfaunce@mchutchison.com>, <eduplessis@sportsfieldsinc.net>, "Deven Morrill" <dmorrill@LucasTree.com>, "Dave Moody" <dave@agrolinksturf.com>, "Bill Dixon" <WDixon@johndeerelandscapes.com>, "Anne Murphy" <anne@gnomelandscapes.com>, "Al Lappin" <alappin1@maine.rr.com>, "June Boston" <bostonco@prexar.com>, "Tom Estabrook" <tom@estabrooksonline.com>, <tardy@roadrunner.com>, <todd@windsweptgardens.com>, <MngmtPlus@aol.com>, <norpine@roadrunner.com>, <kjh.henderson@gmail.com>, <mmiller@agriumat.com>, <mowen@umext.umass.edu>, "Heath, Christopher" <CHeath@johndeerelandscapes.com>, <c.wardle@charter.net>, "Conrad Davis" <cdavis@davislandscape.com>, <cpdii@davislandscape.com>, "Frank Perry" <fperry@goodalllandscaping.com>, "Jim Hodge" <jhodge@agriumat.com>, <sabra@maine.rr.com>, <tlindsay@bartlett.com>

Cc: "Ladd, David" <David.Ladd@maine.gov>, <Barb.Welch@maine.gov>

Subject: RE: Ducky Ad

Date: Thu, 7 Apr 2011

Great job - Let's keep the momentum going!

Ted St. Amand

President

Atlantic Pest Solutions

1903 Portland Road

P.O. Box F

Kennebunkport, Maine 04046

ted@atlanticpestsolutions.net

ofc: 207-985-7716

cell: 207-251-3144

From: Christopher A. Turmelle [mailto:chris@atlanticpestsolutions.net]

Sent: Thursday, April 07, 2011 7:28 AM

To: Ted; 'Ralph Blumenthal'; 'Christopher A. Turmelle'; 'Jesse O'Brian'; 'Tom Sukley'; 'Rick Lewis'; 'Michael Guibord'; 'Mark Pendergast'; 'Joe Mitchell'; 'Jim Hodge'; 'Heath, Christopher'; 'George Thomas'; 'Faunce, Mark'; eduplessis@sportsfieldsinc.net; 'Deven Morrill'; 'Dave Moody'; 'Bill Dixon'; 'Anne Murphy'; 'Al Lappin'; 'June Boston'; 'Tom Estabrook'; tardy@roadrunner.com; todd@windsweptgardens.com; MngmtPlus@aol.com; norpine@roadrunner.com; kjh.henderson@gmail.com; mmiller@agriumat.com; mowen@umext.umass.edu; 'Heath, Christopher'; c.wardle@charter.net; 'Conrad Davis'; cpdii@davislandscape.com; 'Frank Perry'; 'Jim Hodge'; sabra@maine.rr.com; tlindsay@bartlett.com Cc: 'Ladd, David'; Barb.Welch@maine.gov

Subject: FW: Ducky Ad

Importance: High

Hi all, I wanted you to know that we are definitely getting some traction on this issue and getting some positive points across. To David and Barb at DEP, thank you for continuing to work with us on this!

Chris Turmelle

Turf Division Manager

Atlantic Pest Solutions

P. O. Box F

Kennebunkport, Me. 04046

1-800-439-7716 Office

207-251-0133 Cell

chris@atlanticpestsolutions.net

www.goatlanticgreen.com

From: Ladd, David [mailto:David.Ladd@maine.gov]

Sent: Thursday, April 07, 2011 6:25 AM

To: Albert Presgraves; Allan Thomas; Barb Welch; Barbara Cox; Betty McInnes; Bill Robertson; Bob Burns (E-mail); robert.malley@capeelizabeth.org; Brenda Z; Carla Nixon; Carol Potter; Christine Rinehart; D Fortier; David Hediger; DAVID THOMES (E-mail); David Wight; Dillon, Frederick ; Donna Larson (E-mail); Doug Roncarati; Eric Cousens; Eric Dudley (E-mail); Eric Labelle; Franceschi, Jennie ; Jan Patterson; Jay Flagg; Jay Reynolds; Jeff Beale; John Branscom; John Murphy (E-mail) ; Jon Carter ; Kate Pelletier (E-mail); Katherine Earley (E-mail); Kathy Hoppe; Keith Barnhard ; keith trefethen; Ken Locke (E-mail); Kristie Rabasca; Lou colburn; Mark Gallup; Mark Ward; Mary Ann Conroy; Michael Sauda; Phil Ruck; Poirier, Rhonda; Rob Yerxa; Robyn Saunders; Sarah Bernier; Scott Wilkerson; Sharon Newman; Steve LeBrun ; Susan Lessard; Tamara; Tom Milligan (E-mail); W. Daniel Jellis (E-mail); Wendy Warren; William Murphy; Zach Henderson

Cc: Brown, Teco; Christopher A. Turmelle; DePoy-Warren, Samantha

Subject: FW: Ducky Ad

Importance: High

Hi all,

Yesterday I received an email from Samantha Deploy-Warren, DEP's Director of Education and Outreach, about our Ducky II PSA that is currently receiving air time. Prior to yesterday's email I had discussed the PSA with our new Bureau Director, Teco Brown, and had explained a bit of the history of where the ad had come from through the focus group research and our follow-up research assessment of Ducky I ad, as well as the collaborative efforts of Maine's municipal stormwater program to educate the general public on sources of polluted stormwater runoff. Teco seemed supportive of our past efforts and was impressed that we had received an Environmental Merit Award for EPA Region One for the Ducky I ad.

That being said, I have received some phone calls and an email about the following words that ad displays.

DEP Ducky TV II

Announcer Voiceover:

A picture-perfect lawn may look harmless, but its effects can be a real horror show. Rain washes fertilizer, bug and weed killers off your lawn...down ditches and drains and into our rivers, lakes and bays where they can be toxic to wildlife and pollute our water. So cut back on lawn chemicals, mow higher, leave the clippings and enjoy a beautiful, healthy, safer lawn. Visit think blue Maine dot org to learn more.

I know our target audience is homeowners that conduct their own lawn care, but I believe that we need to do a better job working with lawn care businesses/professionals on our education efforts. I am currently working with Chris Trumelle, Turf Division Manager of Atlantic Pest Solutions in Kennebunkport, ME to potentially get an additional message out on the thinkbluemaine.org website. The following are some thoughts that Chris provided that we might add to the Think Blue web site. Chris and his organization are very willing to work with all of us and I believe that we should not miss this opportunity.

- . Turf is both Beneficial and Functional when used properly in landscape design.
- . Turf is an important and effective component of environmental landscaping; when properly maintained, it filters contaminants from groundwater and can significantly lower surface temperatures surrounding buildings.
- . Proper installation and care enhance turf and allow it to naturally resist pest populations.

- Responsible local professionals care about the environment!
- Responsible local professionals have the education to care for lawns and plantings with the least environmental risks.
- Responsible local professionals have the lowest risk products and methods at their disposal; like water-insoluble and slow-release fertilizers or the ability to use spot treatments for weeds and insect pests.
- Responsible local professionals use best management practices and integrated pest management to determine what applications are necessary, which products and methods offer the least risk, and when the proper applications of fertilizers or control products should be made.
- Responsible local professionals should: Test the soil (at least once every 2-3 years); scout the property for and identify pests; blow fertilizers and granular control products that land on hard surfaces back onto the lawn; use spot treatments instead of "blanket" applications whenever possible; and encourage homeowners to use plants and turf in the right places to reduce environmental risk.

I know you are all busy, but I would greatly appreciate your feedback in this matter so we may effectively work with all concerned parties to reduce polluted stormwater runoff and keep Maine's waters clean.

Sincerely,

David Ladd

Municipal and Industrial Stormwater Coordinator
Maine DEP
17 State House Station
Augusta, ME 04333-0017
(207) 287-5404
FAX: (207) 287-7826

<<mailto:david.ladd@maine.gov>> MAILTO:david.ladd@maine.gov

Think Blue

Clean Water Starts With You!

Boutilier, Lynn A

From: Hoppe, Kathy M
Sent: Tuesday, October 25, 2011 2:00 PM
To: DePoy-Warren, Samantha
Cc: Witherill, Donald T; Archer, Nick D
Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Kathy Hoppe
Maine Department of Environmental Protection
207-760-3134

From: DePoy-Warren, Samantha
Sent: Tuesday, October 25, 2011 12:57 PM
To: Hoppe, Kathy M
Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

As I have asked, the DEP logo should be on every PowerPoint slide we put together and if it fits, the agency name and web address so that we have ownership over our work. Typically, the logo would be in one of the lower corners. I am sorry I apparently wasn't clear, let me try again. EPA's Watershed Academy collects the PowerPoint files from all presenters regardless of agency or affiliated group. They then place them into a uniform format. Think of EPA's webinar as a journal or other publication. Like a publication there is a set format, style and requirements. The publication (the webinar in this case) has a uniform published look and format. Just as the author of an article is limited in the formatting so is the presenter in the webinar. All the slides have the same background or 'base' and other formatting features. This is an EPA 'publication'. I hope this explanation clears any confusion.

FYI the DEP logo does appear in at least 2 locations, one on the introductory slide to 'my' part of the file and on the slide listing the ThinkBlueMaine partners.

I assume if you are not including the information I asked you to include in a slide(s), you will be sharing it verbally and I can expect to hear that when I listen in?

As I explained in my earlier email I will clarify verbally the target audience the MS4s indentified are Do-It-Yourselfers not the lawn care industry. Therefore the MS4s have identified ways to interact with people who apply the product to their lawn themselves. Some of the activities they have identified include point of sale (stores), lawn care classes through adult ed programs, door hangers, web sites, brochures, flyers etc. I believe this addresses the confusion or lack of clarity regarding who the MS4s worked with (retail outlets) in the presentation and why they did not approach the lawn care professionals.

Thank you,
Sam

From: Hoppe, Kathy M
Sent: Tuesday, October 25, 2011 9:23 AM
To: DePoy-Warren, Samantha

Cc: Witherill, Donald T; Archer, Nick D

Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Kathy Hoppe
Maine Department of Environmental Protection
207-760-3134

From: DePoy-Warren, Samantha

Sent: Monday, October 24, 2011 5:02 PM

To: Hoppe, Kathy M

Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Are you sending me your updated slideshow with the new slide that I suggested?

I am sorry I did not interpret your comments to indicate adding slide(s). However, your comments did highlight a need for a clarification. The comments indicated that I had inadequately described our target audience. Hence I plan to verbalize a clarification that the target audience is Do-it-Yourselfers (DIY) rather than the lawn care professionals (I am also trying to work with EPA to add text to one slide to aid in this clarification). The plans developed by the MS4s are specifically targeted at DIY with point of sale (working with retail establishments), adult education classes and so on. At sometime in the future they may identify or work with the lawn care professionals.

By the way, depending on how things shape out of the New England Governors' Conference, there is a position statement titled "New England Governors' Conference Committee on the Environment Joint Statement of Intent Reducing Nutrient Pollution through Voluntary Turf Fertilizer Guidelines", which Pattie has signed, DEP may be come more directly involved providing the opportunity to work with the lawn care professionals.

Also, EPA may have the intro slides, but we want to make sure there is proper branding on our presentations. As I've said before, we'll be putting out some templates soon, but at the very least, our agency name and logo should be noted, and a web address is ideal.

EPA takes the slides from all the presenters and creates a common look/theme to them, this is especially true for their Watershed Academy series (this is the 60th in the series). I am sure you can relate to this approach :) They create/include the intro/housekeeping slides, the question slides, the transition and acknowledgement and contact slides. As a presenter we simply provide our presentation to them. I did provide the DEP logo to EPA which they intend to use.

-Sam

From: Hoppe, Kathy M

Sent: Friday, October 21, 2011 8:23 AM

To: DePoy-Warren, Samantha

Cc: Witherill, Donald T

Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Thank you for the suggestions.

By the way, EPA will have slides indicating the speakers with contact information and web addresses.

Kathy Hoppe
Maine Department of Environmental Protection
207-760-3134

From: DePoy-Warren, Samantha
Sent: Thursday, October 20, 2011 5:34 PM
To: Hoppe, Kathy M
Cc: Witherill, Donald T
Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Thank you for sharing.

Given the controversy that arose over Ducky II, I think it would only be fair to this audience to include something about that in your presentation. It was a huge learning opportunity and in a presentation that's all about collaboration, we need to admit that we weren't as inclusive as possible (it's impossible to ever be) and as a result, we did ruffle feathers in the lawn care industry. We've hopefully learned from that experience and by including that message in your presentation, I think others would learn from it too and look for ways to engage industry better in this process and have a message that is sticky, but not the point of alienation.

A good example you could refer to is the tank ads we have running now, in which we referred to the private sector and got a wonderful response from that! We even had the private sector join us at our CGF booth and promote their tank testing, and they've been so appreciative of our engagement, they've expressed a willingness to consider financial supporting our ads moving forward. Through that ad, we've educated the public, and also created opportunity for the private sector- a true win-win!

Additionally, in DEP staff presentations, there needs to be branding that promotes the department, including a web address and logo. The person who is working on the PowerPoint templates hasn't yet finished them, but those will be available soon. In the meantime, I am sure you can find places to add it in.

Thanks,
Sam

From: Hoppe, Kathy M
Sent: Thursday, October 20, 2011 2:07 PM
To: DePoy-Warren, Samantha
Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Kathy Hoppe
Maine Department of Environmental Protection
207-760-3134

From: DePoy-Warren, Samantha
Sent: Thursday, October 20, 2011 1:57 PM
To: Hoppe, Kathy M
Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Please send me the PowerPoint immediately and I will get feedback to you as soon as possible.
Thank you,
Sam

From: Hoppe, Kathy M
Sent: Thursday, October 20, 2011 1:55 PM
To: DePoy-Warren, Samantha
Cc: Mullen, Mike; Witherill, Donald T; Archer, Nick D
Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Hi Sam

As a result one of the EPA presenters being tied up with an EPA report for the better part of the summer and only becoming available at the start of the new FFY, the final planning; including the agenda was only recently been pulled together. In fact it wasn't until yesterday that we saw the final schedule. And yet yesterday was the day EPA had requested the PowerPoints be submitted. I emailed my PowerPoint per EPA's request by the close of business yesterday.

As always I have been in communication with my supervisor regarding this opportunity.

Kathy Hoppe
Maine Department of Environmental Protection
207-760-3134

From: DePoy-Warren, Samantha
Sent: Thursday, October 20, 2011 11:01 AM
To: Hoppe, Kathy M
Cc: Mullen, Mike; Witherill, Donald T
Subject: RE: Maine's Collaborative ThinkBlue Receiving National Recognition

Kathy,

Hope this finds you well and dry up north.

I wanted to remind you of the expectation that all public presentations are run through my office prior to them being given. When your presentation is prepared, please pass it along for me to review with appropriate lead time so I can provide feedback before you pass it on to EPA or give it via the webinar (which I plan to sit in on).

Also as a reminder, it is also the expectation that before speaking engagements like this are booked, my office is to be consulted for approval. In some cases, it may be more appropriate for someone from management (like a Division Director, Bureau Director, Commissioner or me as department spokesperson) or from one of our partnering agencies to speak with a staff member, or even in lieu of one.

Many thanks,
Sam

From: Hoppe, Kathy M
Sent: Friday, October 14, 2011 3:13 PM
To: DePoy-Warren, Samantha
Cc: Witherill, Donald T; Aho, Patricia; Mullen, Mike; Archer, Nick D
Subject: Maine's Collaborative ThinkBlue Receiving National Recognition

Good news - Maine is getting some good national press!

I was asked by EPAs OWOW if I would be willing to tell the ThinkBlueMaine collaboration story as an example of group collaboration and an effective outreach example. It is also a nice example

for EPA's 2 tools - the NPS ToolBox & Getting In Step guide. We started all those years ago pulling 3 PSAs from the ToolBox and showing them to stormwater focus groups. Because of our good relationship with EPA they brought TetraTech with the Getting In Step workshop to Maine approximately 8 years ago.

This is also a chance for us to say thank you to EPA for their support for our NPS & stormwater programs and a chance for Maine to shine. It will be a nice story about how we work together to get things done here in Maine!

Kathy Hoppe
Maine Department of Environmental Protection
207-760-3134

From: Allison Gold [mailto:gold.allison@epamail.epa.gov]
Sent: Friday, October 14, 2011 10:42 AM
To: Marcotte@mintra02.rtp.epa.gov; Marcotte, Norm G
Subject: [watershed-news] Register for EPA's Watershed Academy Webcast: "Conducting Effective Stormwater Outreach" 10/27 12:30pm-2:00pm

EPA's Watershed Academy is pleased to sponsor its 60th free Webcast Seminar on Thursday, October 27, 2011

"Conducting Effective Stormwater Outreach"

by Don Waye, Nonpoint Source Outreach Coordinator, EPA's Office of Wetlands, Oceans and Watersheds; Holly Galavotti, Environmental Protection Specialist, EPA's Office of Water's Water Permit Division; and Kathy Hoppe, Environmental Specialist, Maine Department of Environmental Protection, Division of Watershed Management

This webinar will help state and local agencies, municipalities, watershed groups and others design effective outreach initiatives. It will showcase EPA's Nonpoint Source (NPS) Outreach Toolbox, which offers a variety of stormwater TV, radio and print ads and other tools. Featured products cover: general stormwater, lawn and garden care, pet care, septic system care, motor vehicle care, and household chemicals. The webinar will also feature ThinkBlueMaine. This successful awareness and behavior change outreach effort by the ThinkBlueMaine partnership included the development and airing of a 30-second Public Service Announcement (Devil Ducks) and the creation of posters, doorhangers and other products. Recent survey results show a marked increase in public understanding and a willingness to take actions to protect water quality.

Please [register for webcast](#) in advance

The presentation will be posted in advance at www.epa.gov/watershedwebcasts. Also, Webcast participants are eligible to receive a certificate for their attendance.

CASE STUDY

Maine Department of Environmental Protection

When the Department of Environmental Protection wanted to raise awareness of the potential harm lawn care products can have on water quality and human health, it chose Burgess (and co-producers, Gum Spirits) to create a sequel to its highly visible "Ducky" campaign from 2004. This spot featured a rubber duck tracing the path of harmful stormwater runoff into the public water supply.

In 2010, we were asked to develop a new TV spot continuing the use of rubber ducks, and clearly conveying the message that pesticides and other lawn chemicals end up in lakes and rivers, with negative effects on the environment.

We used innovative special effects and suspenseful music to dramatize the transformation of the apparently harmless rubber ducks into a flock of "Devil Ducks" to represent the harmful fertilizer, bug and weed killers that rainwater washes from lawns down ditches and drains and into our rivers, lakes and bays.

The spot aired in the spring of 2011, a key time for lawn care, to educate Mainers on the risks associated with using these products and encourage healthy, safer lawns.

Research after the TV flight showed a significant increase in awareness of the problem of lawn chemical runoff.



Sample of television spot "Devil Ducks" at <http://www.burgessadv.com/our-work/category/television>

B

Research Report

THE MAINE SURVEY

Maine Department of Environmental Protection Division of Watershed Management Special Questions

Date: July 2011

Prepared for:

Kathy Hoppe
Maine Department of Environmental Protection

Prepared by:

Jen MacBride, Project Manager
Dr. Brian Robertson, Research Director



MARKET DECISIONS

RESEARCH • INSIGHT • STRATEGY

TABLE OF CONTENTS

Methodology	1
Key Findings	5
Summary of Results	6
Verbatim Responses to Open-Ended Questions	31
Frequencies	40
Cross Tabulations of Survey Items	48

METHODOLOGY

THE SAMPLE

The current Maine Survey is based on telephone interviews conducted from July 13th – July 30th, 2011 with 400 randomly selected adults throughout Maine. The sample of the telephone numbers called was based on a complete updated list of telephone prefixes (the first three digits in a seven-digit number) used throughout the state. The sample was generated using software provided by GENESYS Sampling Systems. This software ensures that every residential telephone number has an equal probability of selection. When a working residential number was called, an adult age 18 or older in the household was randomly selected to complete the interview. The results of this survey are considered generalizable to Maine households with telephones.

SAMPLING ERROR

The percentages reported for the entire sample (questions WATER02, WATER03, WATER05, DEPFRT8, DEPFRT9, BASWG13a, BASWG13e and WATER07) are within plus or minus 4.9% that would be found if all telephone households in Maine were interviewed. For example, if our survey showed that 50% of the sample feels that storm water runoff has a major impact on the quality of our waterways in Maine, then the comparable figure for the population would be somewhere between 45.1% and 54.9% with a confidence level of 95%.

The percentages reported for question WATER04 (asked among those who could recall advertising) are within plus or minus 8.4% that would be found if all telephone households in Maine were interviewed.

The percentages reported for WATER07a (asked among those who took action or planned to take action to reduce storm water runoff) are within plus or minus 10.2% that would be found if all telephone households in Maine were interviewed.

DATA WEIGHTING

The results presented in this report have been weighted to reflect the actual distribution of Mainers with respect to their age, gender and the region of the state where they reside. The weights are calculated by dividing the percentage of the Maine population in a given age, sex, and area group (for example, women who live in Cumberland County that are between 30 and 39 years of age) by the percentage of the sample belonging to the same group. Because percentages have been rounded to the nearest whole number, they do not always sum exactly to 100%. In addition, multiple-response questions take into account all responses mentioned by respondents, therefore, percentages will not always sum exactly to 100%.

RESPONSE RATES:

Response Rate	45.3%
Respondent Cooperation Rate:	82.9%
Household Cooperation Rate:	69.0%
Household Refusal Rate	14.3%
Respondent Refusal Rate	3.0%
Contact Rate	65.3%

Response Rate – Designated as the ratio of the number of completed interviews divided by the total number of eligible and unknown units in the sample. This is AAPOR RR3.

Cooperation Rates – This represents the proportion of all cases interviewed of all eligible units ever contacted. That is, what percent of identified respondents (and households for which we knew the respondent was a resident) ended up completing the interview. This includes cases where a respondent refused to do the survey, began but did not complete the survey, cases where a respondent wished to complete the survey at another time but did not end up completing the survey, respondents who did not speak English, and respondents who were infirm. It is broken in household cooperation (a member of the household was spoken with) and respondent cooperation (the actual client was at some time spoken with).

Household Refusal Rate – The household refusal rate represents the proportion of all cases in which a household member or the respondent refuses to be interviewed, or breaks-off an interview, of all potentially eligible cases. The refusal rate includes hard and soft refusals.

Contact Rate – A contact rate measures the proportion of all cases in which some responsible member of the housing unit was reached by the survey.

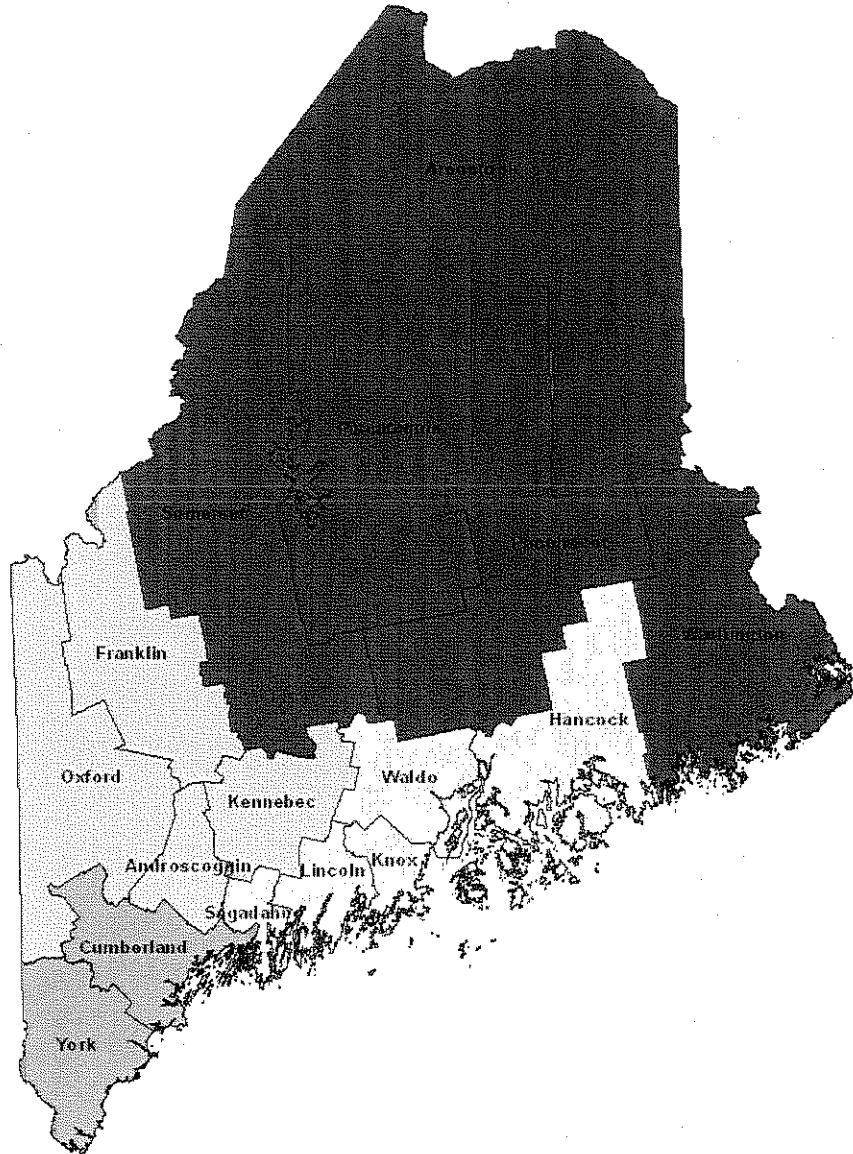
COUNTIES THAT MAKE UP SOUTHERN, COASTAL, CENTRAL AND NORTHERN MAINE:

Southern – Cumberland, York Counties

Coastal – Sagadahoc, Lincoln, Knox, Waldo, Hancock Counties

Central – Androscoggin, Oxford, Kennebec, Franklin Counties

Northern – Aroostook, Penobscot, Washington, Piscataquis, Somerset Counties



FOR FURTHER INFORMATION CONTACT:

Jen MacBride, Project Manager
jenm@marketdecisions.com
Telephone extension: 100

Dr. Brian Robertson, Director of Research
brianr@marketdecisions.com
Telephone extension: 102

Market Decisions
75 Washington Ave, Suite 206
Portland, Maine 04101
Telephone: 207-767-6440

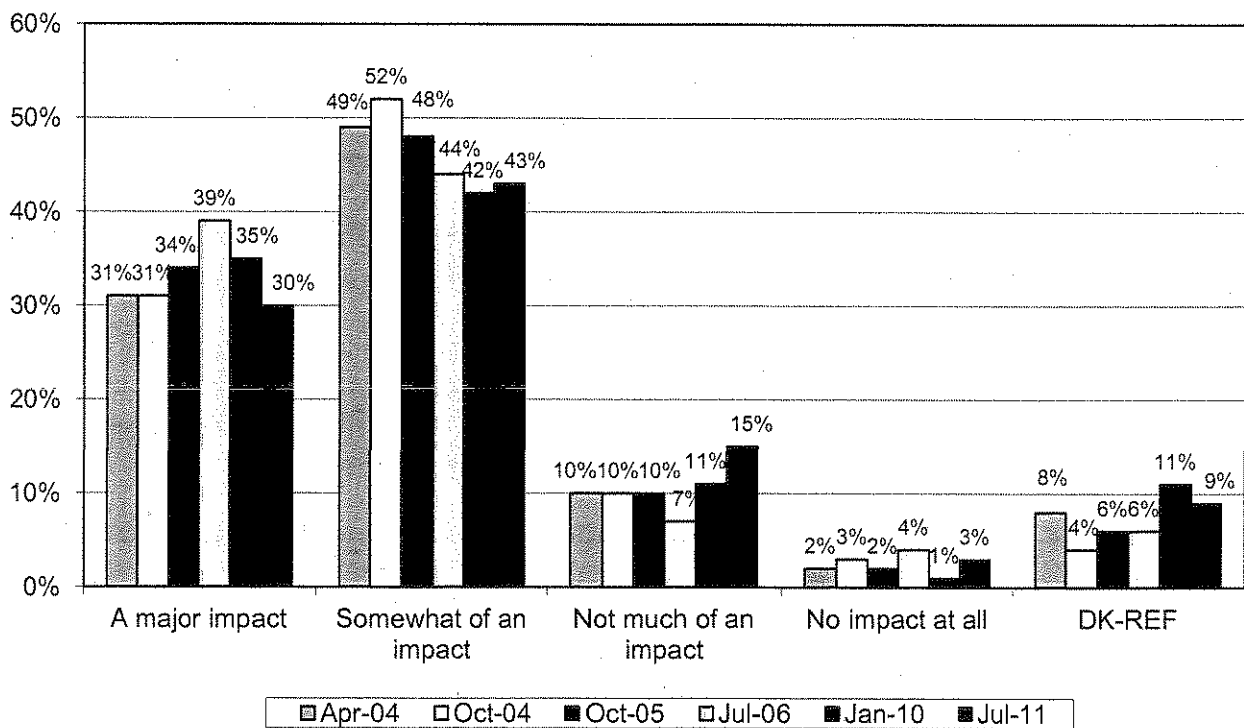
KEY FINDINGS

- Nearly three-quarters of Mainers (73%) feel that storm water runoff has an impact on the quality of our waterways in Maine, with 30% indicating it has a major impact.
- Top of mind, 34% of Mainers have seen, read or heard advertisements regarding water pollution in the past six months.
- Among those who could recall advertising top of mind, looking at all responses provided, 70% could recall specific messages important to the DEP while 41% could recall an ad or article with rubber ducks.
- When aided, nearly two-thirds of Mainers (65%) could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.
- Mainers perceive lawn fertilizer products (87%) and lawn and garden pesticide products (86%) as equally threatening to Maine's water quality.
- Nearly a quarter of Mainers (23%) are likely to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use; 14% are unlikely. Two in five (40%) have already taken action while 17% indicated that the question does not apply or that they do not have a lawn.
- One-third of Mainers (33%) are likely to take action to mow their lawn no shorter than 2.5 to 3 inches; 20% are unlikely. Nearly a quarter (23%) has already taken action while 11% indicated that the question does not apply or that they do not have a lawn.
- Seven in ten Mainers (70%) did not take or do not plan to take action to reduce storm water runoff while 23% has taken action or plans to take action.
- Among those who took action or plan to take action to reduce storm water runoff, looking at all responses provided, 34% have used or will use natural or organic fertilizer and pesticides or none at all, 18% have planted or will plant trees, shrubs or grass, 13% have mowed or will mow their lawn less often and keep it longer, and 11% have built or will build rock walls or fences to divert runoff.

SUMMARY OF RESULTS

Nearly three-quarters of Mainers (73%) feel that storm water runoff has an impact on the quality of our waterways in Maine, with 30% indicating it has a major impact.

WATER02: How much of an impact does storm water, that is, the water after it rains that drains into storm drains or drains off the land, have on the quality of our waterways in Maine?



Comments:

Nearly three-quarters of Mainers (73%) feel that storm water runoff has an impact on the quality of our waterways in Maine. In particular, 30% indicated that storm water runoff has a major impact while 43% stated it has somewhat of an impact. Nearly one in five Mainers (18%) feels that storm water runoff does not have an impact on the quality of our waterways in Maine. More specifically, 15% said not much of an impact while 3% said no impact at all. Nine percent were not sure, or they refused to answer the question.

Significant Differences by Group (Using the Pearson Chi-Square Test)*:

Major Impact

- Women were more likely than men (36% vs. 24%) to indicate that storm water has a major impact on the quality of our waterways in Maine.

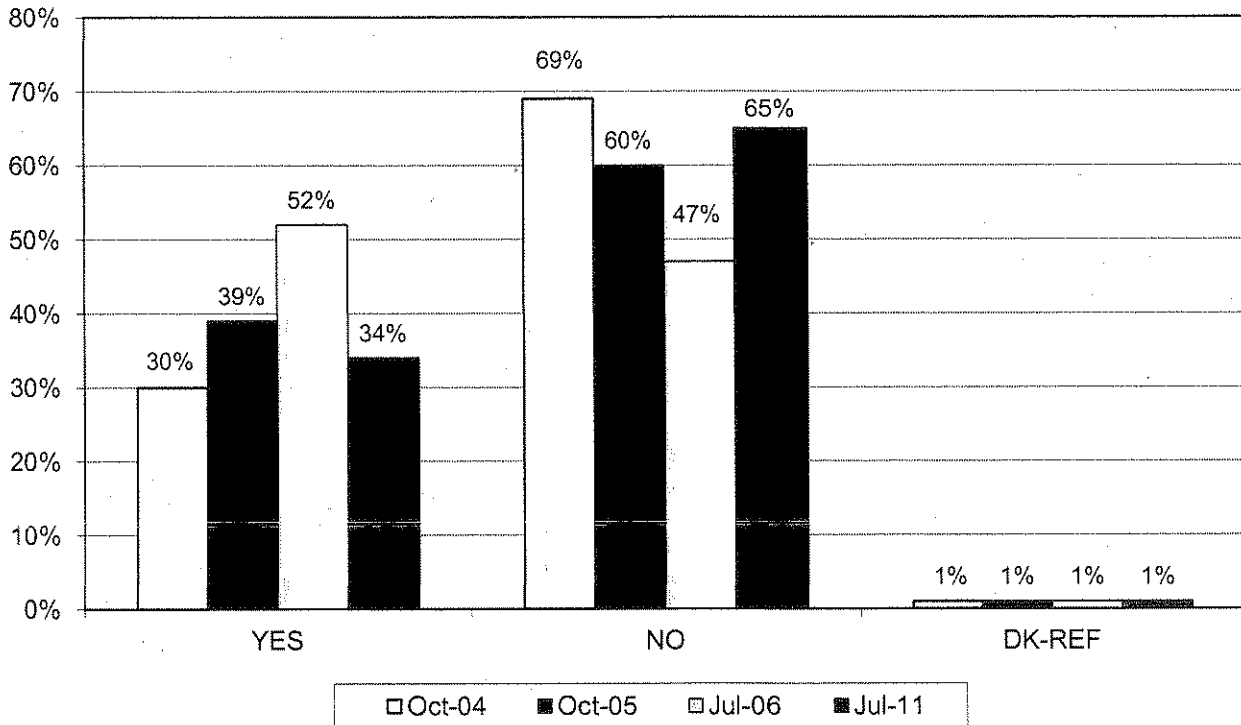
No Impact at all

- Men were more likely than women (5% vs. 1%) to indicate that storm water has no impact at all on the quality of our waterways in Maine.
- Those ages 18-29 (10%) were more likely than those ages 60+ (1%) to indicate that storm water has no impact at all on the quality of our waterways in Maine.
- Those residing in Northern Maine (9%) were more likely than those residing in Southern Maine (1%) and Central Maine (1%) to indicate that storm water has no impact at all on the quality of our waterways in Maine.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

Top of mind, 34% of Mainers have seen, read or heard advertisements regarding water pollution in the past six months.

WATER03: Have you seen, heard or read any advertisements regarding water pollution in the past 6 months?



**Note: In July 2011, respondents were asked if they had seen, heard or read any advertisements regarding water pollution in the past 6 months. In all other survey administrations, the time frame specified in the question was the past 30 days.*

Comments:

Top of mind, 34% of Mainers have seen, read or heard advertisements regarding water pollution in the past six months; 65 have not.

There has been an 18-percentage point decrease among those recalling advertising, top of mind, since July 2006.

Note:

- In 2004, DEP advertisements ran in July and August while The Maine Survey was administered in October. This was the first year the ads were run.
- In 2005, DEP advertisements ran in September and October while The Maine Survey was administered in October.

- In 2006, DEP advertisements ran in June and July while The Maine Survey was administered in July.
- In 2011, DEP advertisements ran in March and April while The Maine Survey was administered in July.

Recall of advertisements tends to drop off quickly. The longer the duration between when campaign advertisements are run and when The Maine Survey is administered will impact the level of recall.

Significant Differences by Group (Using the Pearson Chi-Square Test)*:

- Women were more likely than men (40% vs. 27%) to indicate that they have seen, read or heard advertisements regarding water pollution in the past 6 months.
- Those with some college education (42%) were more likely than those with a high school education or less (25%) to indicate that they have seen, read or heard advertisements regarding water pollution in the past 6 months.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

Among those who could recall advertising top of mind, looking at all responses provided, 70% could recall specific messages important to the DEP while 41% could recall an ad or article with rubber ducks.

WATER04: IF YES - What have you seen, heard or read?

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
MESSAGE RECALL (This includes all mentions of specific messages that could be recalled from general advertisements as well as from known DEP advertisements – ones with ducks or rubber duckies)	70%	33%	48%	35%	14%
• Anything on the ground ends up in waterways (GENERAL)	5%	2%	4%	3%	0%
• Anything on the ground ends up in waterways (DUCK AD)	12%	5%	14%	7%	(code did not exist)
• Keep water clean/Protect waterways/Don't pollute (GENERAL)	4%	3%	3%	2%	0%
• Keep water clean/Protect waterways/Don't pollute (DUCK AD)	7%	1%	6%	2%	(code did not exist)
• Be aware, cautious of what goes in storm drains (GENERAL)	4%	2%	5%	4%	0%
• Be aware, cautious of what goes in storm drains (DUCK AD)	6%	4%	4%	2%	(code did not exist)
• Don't use, or limit fertilizers/Chemicals destroy waterways (GENERAL)	9%	3%	0%	5%	0%
• Don't use, or limit fertilizers/Chemicals destroy waterways (DUCK AD)	4%	3%	0%	0%	(code did not exist)
• Oil spills and leaks pollute waterways (GENERAL)	5%	3%	1%	1%	0%
• Oil spills and leaks pollute waterways (DUCK AD)	1%	1%	1%	0%	(code did not exist)
• Storm water runoff (GENERAL)	13%	6%	10%	9%	14%

WATER04: IF YES - What have you seen, heard or read? (Continued)

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
DUCK AD RECALL (This includes all mentions of an advertisement that involved a duck or rubber ducky)	41%	25%	28%	31%	19%
• <i>DUCK AD - Anything on the ground ends up in waterways</i>	12%	5%	14%	7%	(code did not exist)
• <i>DUCK AD - Rubber ducks represent pollution</i>	10%	10%	2%	5%	(code did not exist)
• <i>DUCK AD - Keep water clean/Protect waterways/Don't pollute</i>	7%	1%	6%	2%	(code did not exist)
• <i>DUCK AD - Be aware, cautious of what goes in storm drains</i>	6%	4%	4%	2%	(code did not exist)
• <i>DUCK AD - Don't use, or limit fertilizers/Chemicals destroy waterways</i>	4%	3%	0%	0%	(code did not exist)
• <i>DUCK AD - Oil spills and leaks pollute waterways</i>	1%	1%	1%	0%	(code did not exist)
• <i>Ad/Article with rubber ducks (no further information provided)</i>	1%	1%	1%	15%	19%

WATER04: IF YES - What have you seen, heard or read? (Continued)

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
<u>ALL OTHER RECALL:</u>					
Saw something on TV (general)	27%	13%	6%	3%	4%
Water quality/Water testing	11%	5%	0%	0%	0%
Saw/read something in a paper or magazine (general)	10%	5%	1%	4%	6%
Pollutants in water (trash, chemicals, oil) - general	10%	4%	4%	4%	15%
Water clean up (milfoil, oil spills, pollution)	6%	5%	0%	0%	0%
Milfoil in water (general)	6%	4%	3%	4%	3%
Ecosystem is suffering	5%	0%	0%	0%	0%
Pollution (general)	4%	3%	2%	0%	0%
Heard something on the radio (general)	2%	2%	5%	2%	1%
Use "green" products/Go "green"	2%	1%	0%	0%	0%
Red tide	1%	1%	3%	0%	0%
Mercury in water (general)	1%	0%	2%	2%	7%
Law preventing dumping of sewage in water	1%	0%	2%	0%	0%
Acid rain (general)	0%	0%	0%	0%	1%
Boiling water (general)	0%	0%	0%	0%	2%
Bond for better water treatment	0%	0%	0%	1%	0%
Clam flats closed due to surface water	0%	0%	0%	1%	0%
Dumping in waterways causes damage to the environment	0%	0%	2%	2%	0%
Be aware of damage waste does to people and waterways	0%	0%	4%	2%	0%
High bacteria levels at beaches/Poor water conditions	0%	0%	11%	0%	0%
Other	6%	0%	2%	12%	17%
DK-REF	7%	7%	5%	9%	11%

Comments:

Those respondents who indicated that they saw, read or heard any advertisements regarding water pollution in the past 6 months were then asked what they could recall about the advertisements. In past survey administrations, only the first response that was provided by respondents was recorded. In the July 2011 administration, up to three responses that respondents provided were recorded. Therefore, data for the first response that was provided in July 2011 is presented so that comparisons can be made to previous survey administrations. In addition, data for all responses that were provided in July 2011 is presented in order to fully capture what respondents could recall.

The Maine Department of Environmental Protection's current ad campaign uses red devil rubber ducks to show how lawn fertilizers and bug and plant pest killers that people use on their yards can become a problem and pollute Maine waters. Along with using rubber ducks in the ads, there are a series of messages and themes regarding water pollution that are also relayed to viewers. The DEP was interested in learning whether or not respondents could recall any of these specific messages from their ad campaign.

When looking at responses provided by respondents, many mentioned that they "saw a duck ad" and then also provided an explanation as to what message of the ad was. For example, they saw "an ad with rubber duckies and the message of the ad was that anything on the ground ends up in waterways." However, there were also respondents who indicated that they saw an ad with the message that "anything on the ground ends up in waterways," but they did not mention that the ad also had a duck in it. Since these respondents did not mention seeing a duck in the ad, it was difficult to determine whether or not the ad that they saw was part of the DEP campaign. Therefore, when categorizing responses, it was necessary to separate out those responses that included mentions of a duck or rubber ducky, and those that did not.

The information presented in the above tables is broken down by "Message Recall", "Duck Ad Recall" and "All Other Recall." The Message Recall table presents all mentions of specific messages or themes that the DEP ad campaign was highlighting and promoting. The total percentage that could recall messages in the "Message Recall" table includes those that could recall the specific message without mentioning that a duck or rubber ducky was in the ad, as well as those who could recall the specific message while also mentioning that a duck or rubber ducky was in the ad. Overall, 70% of respondents who saw, read or heard advertisements regarding water pollution in the past 6 months could recall specific messages that were promoted by the DEP ad campaign.

The "Duck Ad Recall" table presents all mentions of an advertisement that included a duck or rubber ducky. Overall, 41% of respondents who saw, read or heard advertisements regarding water pollution in the past 6 months could recall an advertisement with a duck or rubber ducky in it.

The "All Other Recall" table presents all other mentions of what respondents could recall about advertisements regarding water pollution that they saw, read or heard in the past 6 months.

Significant Differences by Group for “1st Response Only” (Using the Pearson Chi-Square Test)*:

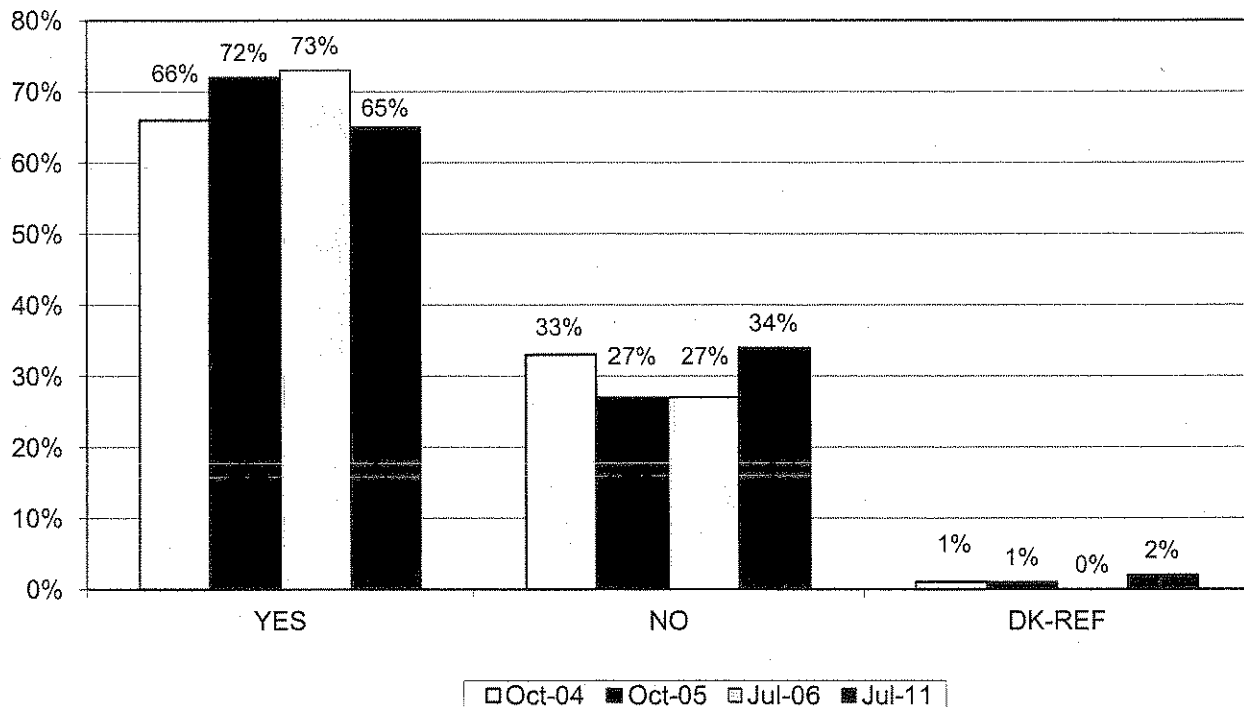
Note: Significant Differences by Group are only presented for the “1st Response Only.” There are no Significant Differences by Group for “All Responses,” as multiple response questions have small sub-samples. However, for this question, percents and information for “1st Response Only” and for “All Responses” can be found in the Cross Tabulations section, which begins on page 46.

- Among those who could recall advertising, those ages 50-59 (15%) were more likely than those ages 60+ (1%) to indicate that they saw, read or heard something about pollutants in the water, such as trash, chemicals and oil.
- Among those who could recall advertising, those ages 18-29 (34%) were more likely than those ages 50-59 (2%) to indicate that they saw something on TV (but could not recall specific details).
- Among those who could recall advertising, those ages 30-39 (40%) were more likely than those ages 40-49 (6%) and 60+ (2%) to indicate that they saw a Duck Ad where the ducks represented pollution.
- Among those who could recall advertising, those with a high school education or less (14%) were more likely than those with some college education (1%) and those with a college degree or more (1%) to indicate that they saw, read or heard something about water clean up (milfoil, oil spills, pollution).
- Among those who could recall advertising, those with a college degree or more (18%) were more likely than those with a high school education or less (1%) to indicate that they saw a Duck Ad where the ducks represented pollution.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

When aided, nearly two-thirds of Mainers (65%) could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.

WATER05: Do you recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean?



Comments:

Respondents were asked if they could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream and into rivers and the ocean. If a respondent indicated “no” or “don’t know,” the following description of the advertisement was read: “The ad uses red devil rubber ducks to show how lawn fertilizers and bug and plant pest killers that people use on their yards can become a problem and pollute our waters.” Respondents were then asked again if they could recall seeing this advertisement.

When aided, nearly two-thirds of Mainers (65%) could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream and into rivers and the ocean; 34% could not. Two percent were not sure, or they refused to answer the question.

Note:

- In 2004, DEP advertisements ran in July and August while The Maine Survey was administered in October. This was the first year the ads were run.
- In 2005, DEP advertisements ran in September and October while The Maine Survey was administered in October.
- In 2006, DEP advertisements ran in June and July while The Maine Survey was administered in July.
- In 2011, DEP advertisements ran in March and April while The Maine Survey was administered in July.

Recall of advertisements tends to drop off quickly. The longer the duration between when campaign advertisements are run and when The Maine Survey is administered will impact the level of recall.

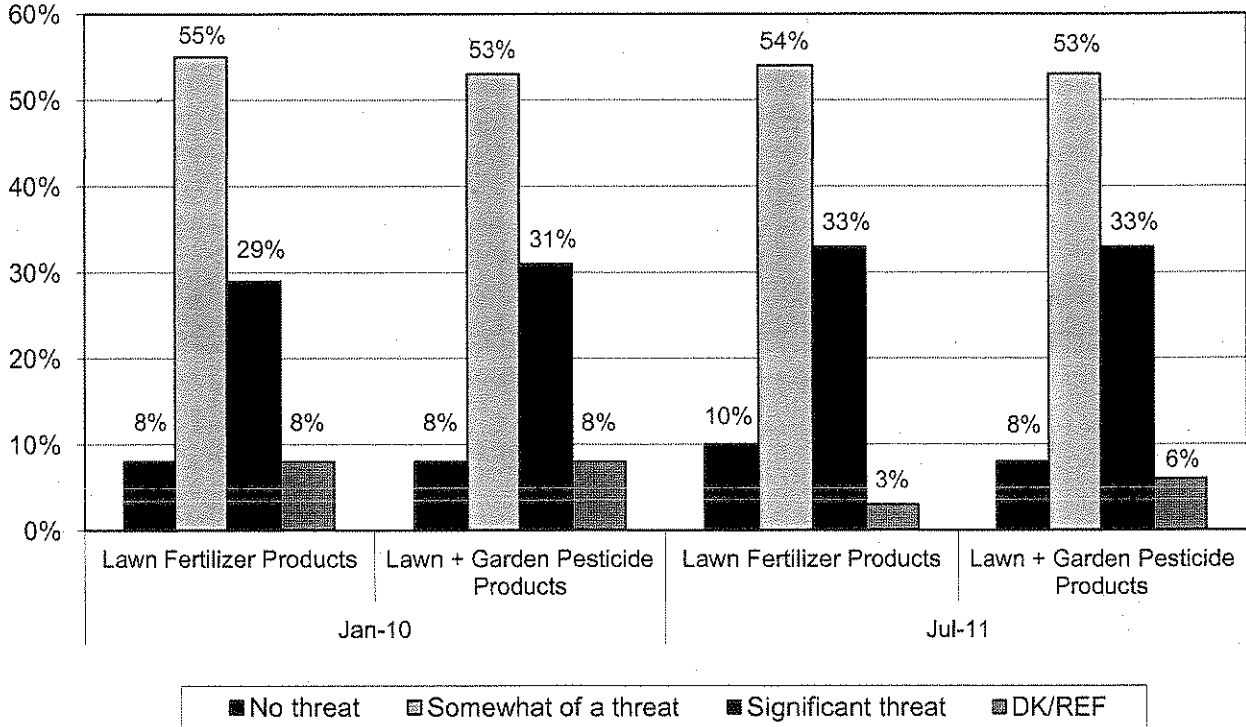
Significant Differences by Group (Using the Pearson Chi-Square Test)*:

- Those ages 30-39 (71%), 50-59 (76%) and 60+ (72%) were more likely than those ages 18-29 (43%) to indicate that they saw an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.
- Those with a college degree or more (72%) were more likely than those with a high school education or less (56%) to indicate that they saw an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.

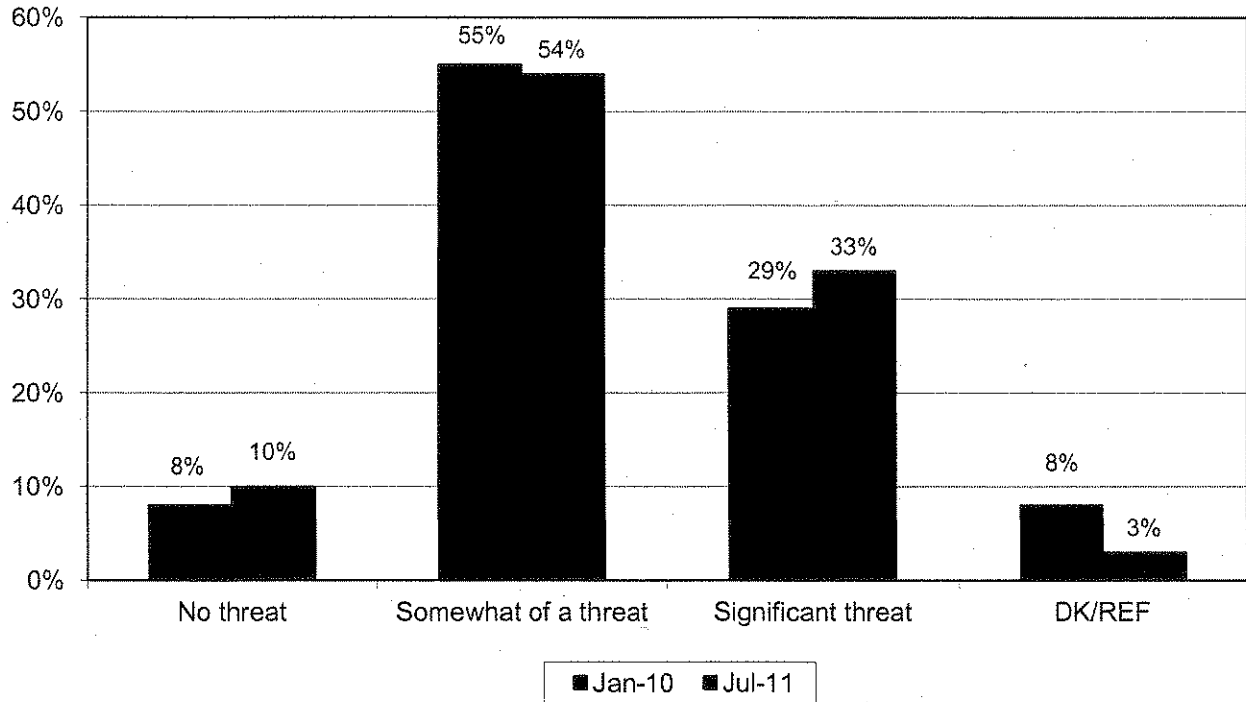
* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

Mainers perceive lawn fertilizer products (87%) and lawn and garden pesticide products (86%) as equally threatening to Maine's water quality.

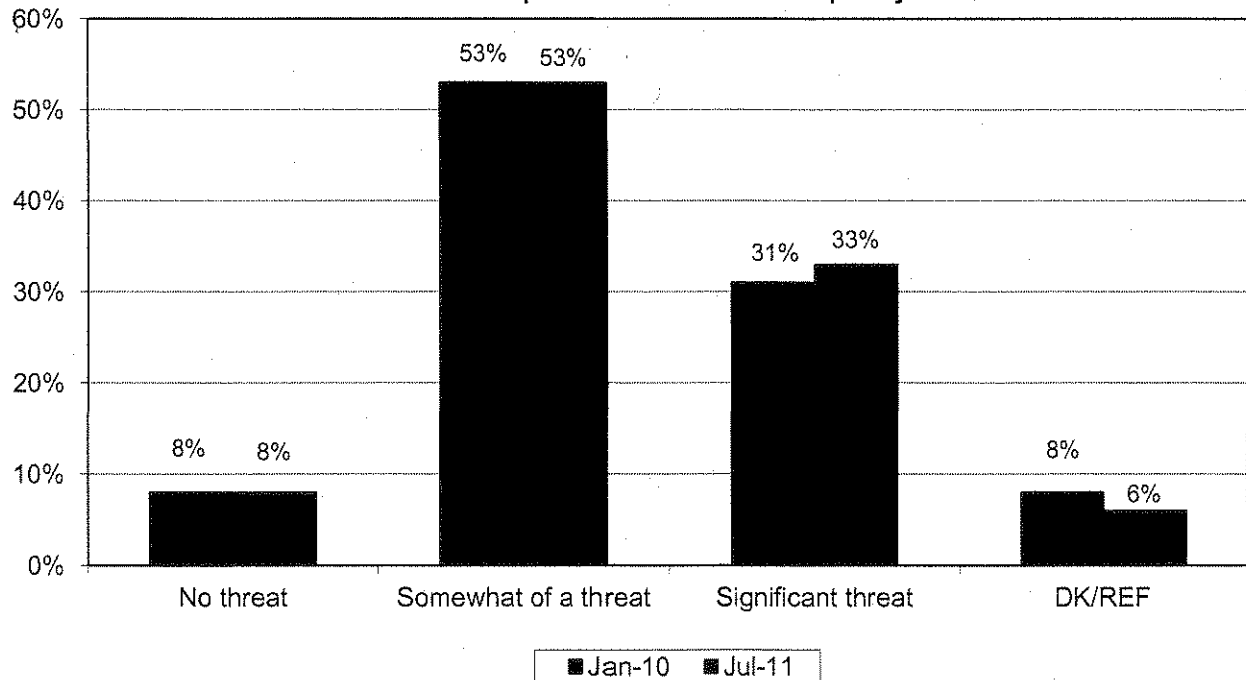
DEPFRT8 + 9: How much of a threat would you say _____ pose to Maine's water quality?
(2010 + 2011)



DEPFRT8: How much of a threat would you say lawn FERTILIZER products pose to Maine's water quality?



DEPFRT9: How much of a threat would you say lawn and garden PESTICIDE products, including crabgrass, broadleaf weed, grub or insect controls pose to Maine's water quality?



Comments:

Nearly equal numbers of Mainers feel that lawn fertilizer products (87%) and lawn and garden pesticide products (86%) pose a threat to Maine's water quality.

Nearly nine in ten Mainers (87%) feel that lawn fertilizer products pose a threat to Maine's water quality. In particular, 33% feel they pose a significant threat while 54% feel they pose somewhat of a threat. Ten percent feel that lawn fertilizer products pose no threat to Maine's water quality. Three percent were not sure, or they refused to answer the question.

Nearly nine in ten Mainers (86%) feel that lawn and garden pesticide products pose a threat to Maine's water quality. More specifically, 33% feel they pose a significant threat while 53% feel they pose somewhat of a threat. Eight percent feel that lawn fertilizer products pose no threat to Maine's water quality. Six percent were not sure, or they refused to answer the question.

There has been little change since January 2010 when a similar number of Mainers also perceived lawn fertilizer products and lawn and garden pesticide products as equally threatening to Maine's water quality.

Significant Differences by Group for lawn FERTILIZER products (Using the Pearson Chi-Square Test):

Significant Threat

- Those residing in Southern Maine (49%) were more likely than those residing in Central Maine (23%) and Northern Maine (14%) to indicate that lawn fertilizer products pose a significant threat to Maine's water quality.
- Those residing in Coastal Maine (41%) were more likely than those residing in Northern Maine (14%) to indicate that lawn fertilizer products pose a significant threat to Maine's water quality.

No Threat

- Those residing in Northern Maine (21%) were more likely than those residing in Southern Maine (2%) and Coastal Maine (4%) to indicate that lawn fertilizer products pose no threat to Maine's water quality.
- Those residing in Central Maine (14%) were more likely than those residing in Southern Maine (2%) to indicate that lawn fertilizer products pose no threat to Maine's water quality.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

Significant Differences by Group for lawn and garden PESTICIDE products (Using the Pearson Chi-Square Test)*:

Significant Threat

- Women were more likely than men (40% vs. 27%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.
- Those ages 30-39 (35%) and 40-49 (46%) were more likely than those ages 18-29 (16%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.
- Those with an annual household income of less than \$30k (39%) were more likely than those with an annual household income of \$30-\$60k (25%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.
- Those residing in Southern Maine (44%) and Coastal Maine (39%) were more likely than those residing in Central Maine (20%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.

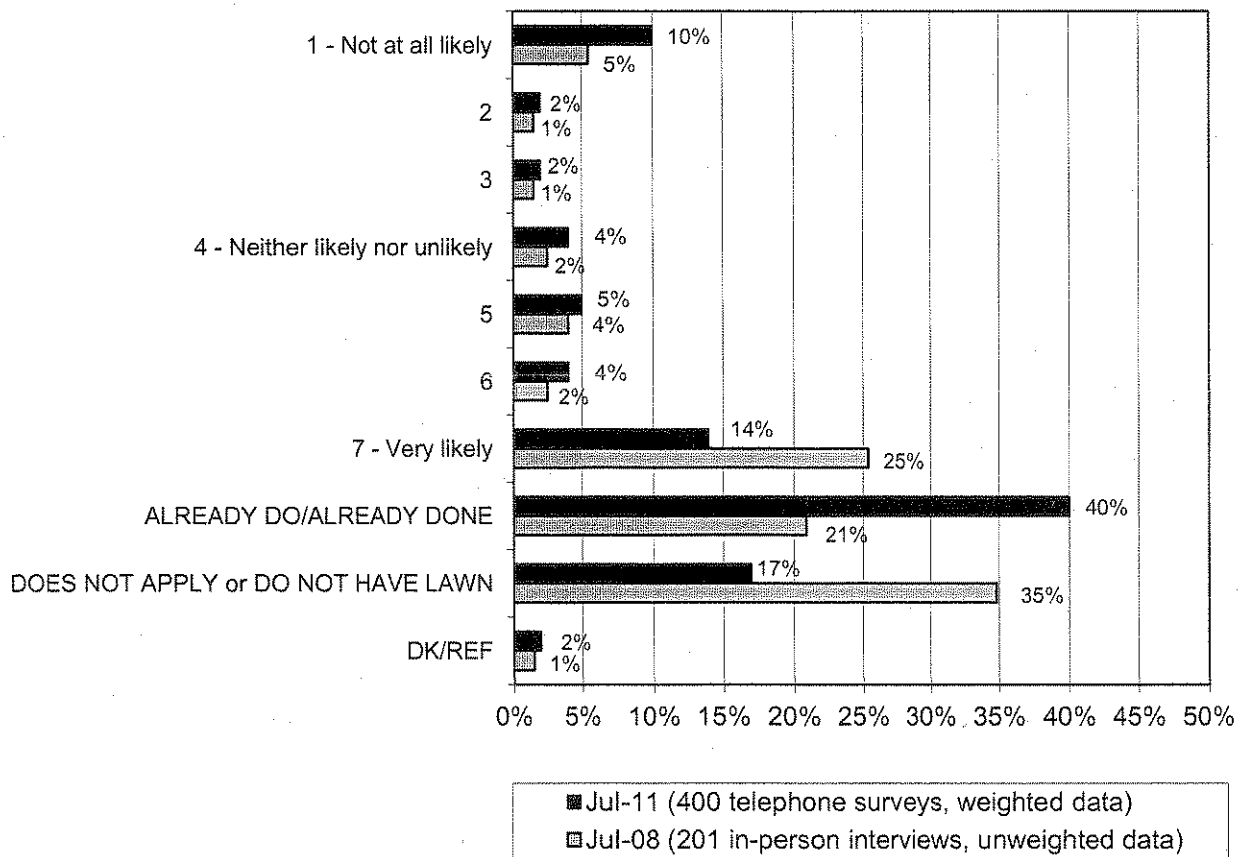
No Threat

- Those residing in Central Maine (12%) were more likely than those residing in Southern Maine (2%) to indicate that lawn and garden pesticide products pose no threat to Maine's water quality.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

Nearly a quarter of Mainers (23%) are likely to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use; 14% are unlikely. Two in five (40%) have already taken action while 17% indicated that the question does not apply or that they do not have a lawn.

BAGWG13a: On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that you use?



Note: The July 2008 data derives from 201 in-person intercept interviews (un-weighted data) whereas the July 2011 data derives from 400 telephone interviews (weighted data). Therefore, the data cannot be directly compared but is presented for information purposes at the request of the DEP.

Comments:

Respondents were asked to rate how likely there are to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use on a 7-point scale where 7 is very likely and 1 is not at all likely.

Nearly a quarter of Mainers (23%) are likely to take action (ratings of 5, 6 and 7) to reduce the amount of lawn fertilizers, pesticides and herbicides that they use while 14% are unlikely (ratings of 1, 2 and 3). Four percent are neither likely nor unlikely to take action (rating of 4). Two in five Mainers (40%) indicated that they have already taken action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use while 17% stated that the question does not apply or that they do not have a lawn. Two percent were not sure, or they refused to answer the question.

Significant Differences by Group (Using the Pearson Chi-Square Test)*:

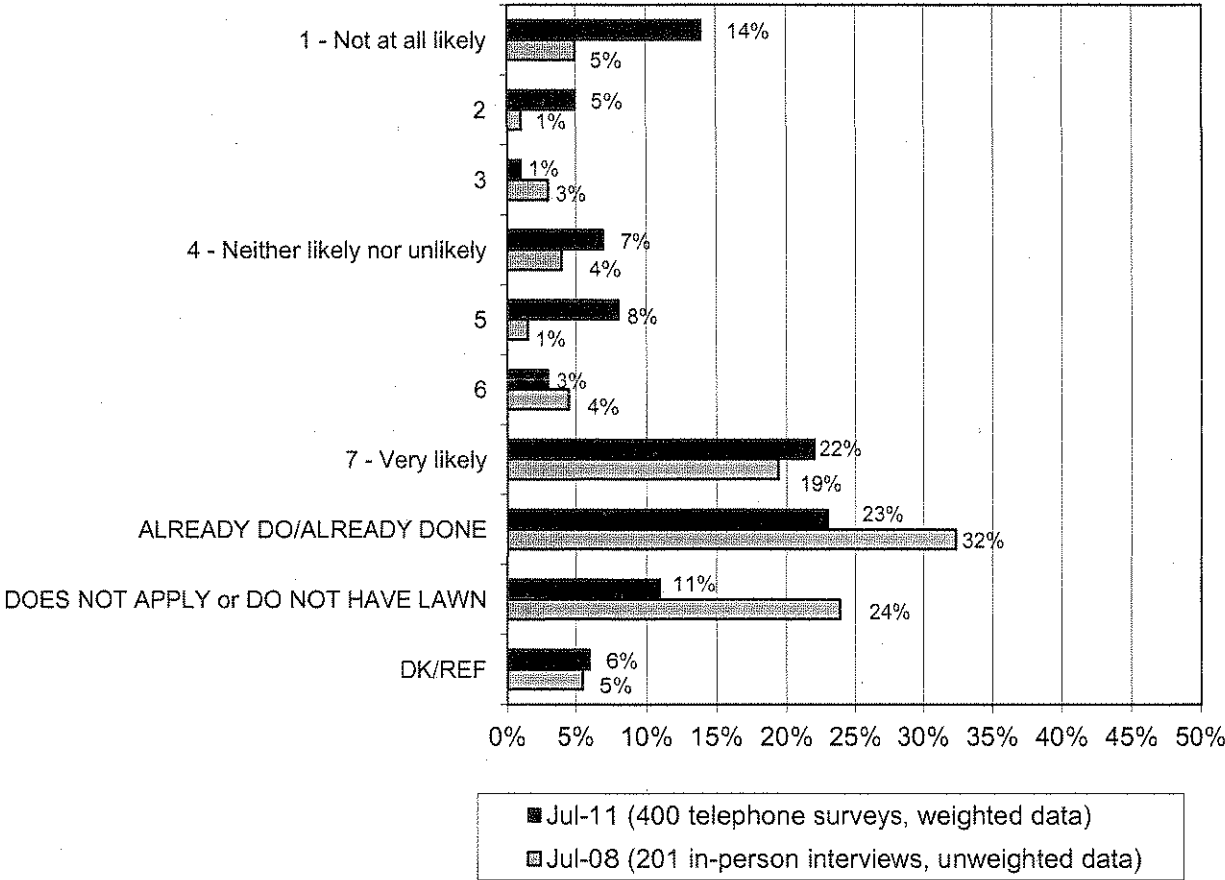
7 – Very Likely

- Those residing in Southern Maine (22%) were more likely than those residing in Northern Maine (7%) to indicate that they are very likely to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

One-third of Mainers (33%) are likely to take action to mow their lawn no shorter than 2.5 to 3 inches; 20% are unlikely. Nearly a quarter (23%) has already taken action while 11% indicated that the question does not apply or that they do not have a lawn.

BAGWG13e: On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to mow your lawn no shorter than 2.5 to 3 inches?



Note: The July 2008 data derives from 201 in-person intercept interviews (un-weighted data) whereas the July 2011 data derives from 400 telephone interviews (weighted data). Therefore, the data cannot be directly compared but is presented for information purposes at the request of the DEP.

Comments:

Respondents were asked to rate how likely there are to take action to mow their lawn no shorter than 2.5 to 3 inches on a 7-point scale where 7 is very likely and 1 is not at all likely.

One-third of Mainers (33%) are likely to take action (ratings of 5, 6 and 7) to mow their lawn no shorter than 2.5 to 3 inches while 20% are unlikely (ratings of 1, 2 and 3). Seven percent are neither likely nor unlikely to take action (rating of 4). Nearly a quarter (23%) indicated that they have already taken action to mow their lawn no shorter than 2.5 to 3 inches while 11% stated that the question does not apply or that they do not have a lawn. Six percent were not sure, or they refused to answer the question.

Significant Differences by Group (Using the Pearson Chi-Square Test)*:

1 – Not at all Likely

- Men were more likely than women (22% vs. 7%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those ages 18-29 (29%) were more likely than those ages 30-39 (4%) and 50-59 (9%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those with an annual household income of more than \$60k (23%) were more likely than those with an annual household income of less than \$30k (10%) and \$30-\$60k (7%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those with a high school education or less (18%) and those with some college education (17%) were more likely than those with a college degree or more (6%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those residing in Southern Maine (18%) were more likely than those residing in Coastal Maine (3%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.

7 – Very Likely

- Those with an annual household income of \$30-\$60k (27%) and more than \$60k (27%) were more likely than those with an annual household income of less than \$30k (13%) to indicate that they are very likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those with a college degree or more (37%) were more likely than those with a high school education or less (11%) and some college education (19%) to indicate that they are very likely to take action to mow their lawn no shorter than 2.5 to 3 inches.

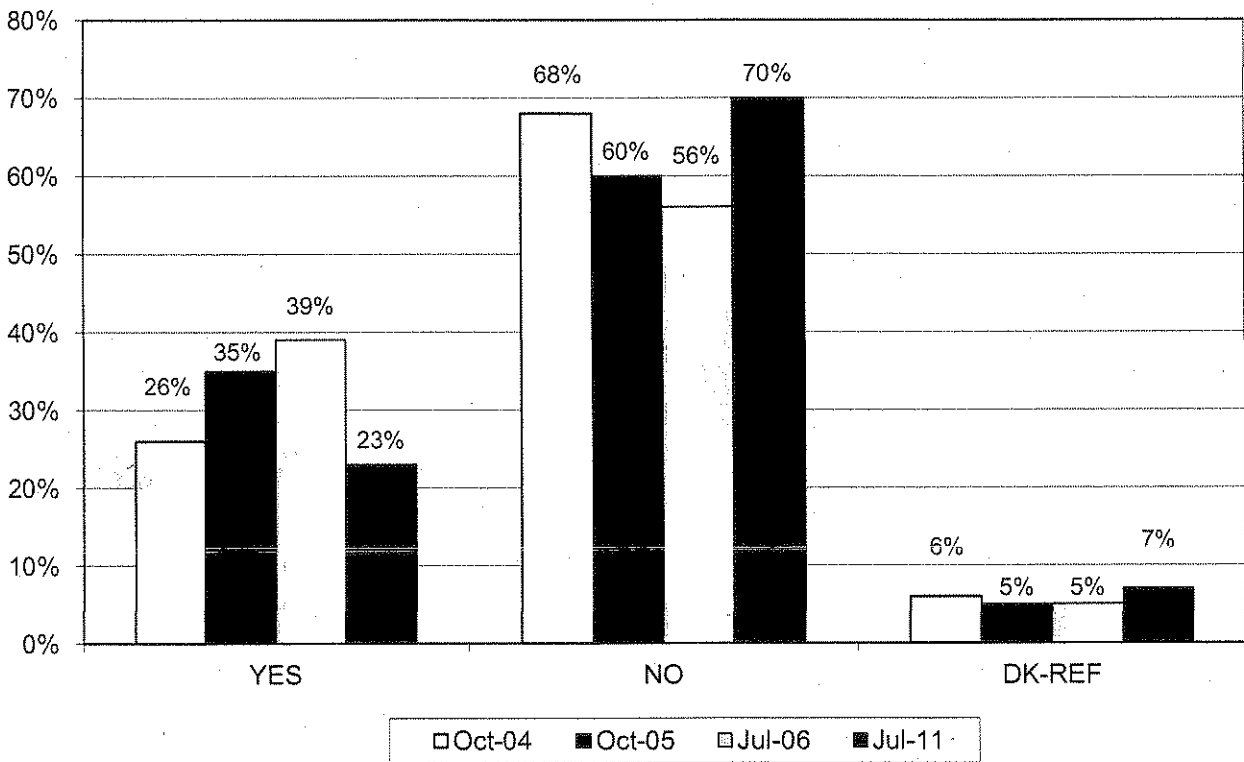
* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

Already Do/Already Done

- Those ages 40-49 (27%), 50-59 (31%) and 60+ (26%) were more likely than those ages 18-29 (6%) to indicate that they already mow their lawn no shorter than 2.5 to 3 inches.
- Those residing in Coastal Maine (42%) were more likely than those residing in Southern Maine (22%), Central Maine (18%) and Northern Maine (17%) to indicate that they already mow their lawn no shorter than 2.5 to 3 inches.

Seven in ten Mainers (70%) did not take or do not plan to take action to reduce storm water runoff while 23% has taken action or plans to take action.

WATER07: Did you already take or do you plan to take action to reduce storm water runoff?



Comments:

Seven in ten Mainers (70%) did not take or do not plan to take action to reduce storm water runoff while 23% has taken action or plans to take action.

Significant Differences by Group (Using the Pearson Chi-Square Test)*:

- Those ages 40-49 (40%) were more likely than those ages 30-39 (17%) and 60+ (21%) to indicate that they have already taken or plan to take action to reduce storm water runoff.
- Those with an annual household income of more than \$60k (32%) were more likely than those with an annual household income of less than \$30k (16%) to indicate that they have already taken or plan to take action to reduce storm water runoff.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

- Those with a college degree or more (35%) were more likely than those with a high school education or less (15%) to indicate that they have already taken or plan to take action to reduce storm water runoff.
- Those residing in Southern Maine (35%) were more likely than those residing in Coastal Maine (16%), Central Maine (17%) and Northern Maine (17%) to indicate that they have already taken or plan to take action to reduce storm water runoff.

Among those who took action or plan to take action to reduce storm water runoff, looking at all responses provided, 34% have used or will use natural or organic fertilizer and pesticides or none at all, 18% have planted or will plant trees, shrubs or grass, 13% have mowed or will mow their lawn less often and keep it longer, and 11% have built or will build rock walls or fences to divert runoff.

WATER07a: IF YES - What action did you take, or are you planning to take?

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
Used/Will use natural or organic fertilizer and pesticides, or none at all	34%	29%	9%	12%	6%
Planted/Will plant trees, shrubs, grass	18%	12%	3%	2%	3%
Have mowed/Will mow lawn less often, keep longer	13%	8%	0%	0%	0%
Built/Will build rock walls, fences, trenches, etc.	11%	8%	6%	12%	15%
Built/Plan to build holding pond, collect rain water	10%	7%	3%	6%	0%
Altered/Will alter house construction, adjustments to land	10%	9%	9%	0%	0%
Built/Plan to build gutters, ditches	8%	4%	6%	6%	0%
Have been/Will be careful about oil leaks, chemicals	7%	1%	9%	10%	19%
Don't know what to do, what action to take	6%	6%	7%	4%	4%
Took action/Plan to take action (general)	4%	4%	6%	7%	2%
Make/Made sure property is clean so nothing runs off	4%	1%	4%	11%	6%
Cleaned/Will clean up after pets, animals	3%	2%	4%	0%	0%
Use rain water for garden	3%	3%	0%	0%	0%
Have done all that I can/Can't do much more	3%	2%	0%	0%	0%

WATER07a: IF YES - What action did you take, or are you planning to take? (Continued)

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
Took/Will take political action	2%	1%	3%	3%	0%
Will not/Do not fertilize near water	2%	0%	0%	0%	4%
Disposed/Will dispose of trash properly	2%	0%	4%	3%	0%
Will do what needs to be done/Conscious of it	2%	2%	8%	4%	3%
Don't wash vehicles in driveway	1%	0%	1%	1%	0%
Will not dump things into drains/Will keep drains clear	1%	1%	0%	4%	6%
Will not pollute/throw trash, cigarettes/Will pick up trash	1%	1%	13%	6%	10%
Other	0%	0%	4%	10%	23%

Comments:

Those respondents who indicated that they already took or planned to take action to reduce storm water runoff were then asked what action they took, or were planning to take. In past survey administrations, only the first response that was provided by respondents was recorded. In the July 2011 administration, up to three responses that respondents provided were recorded. Therefore, data for the first response that was provided in July 2011 is presented so that comparisons can be made to previous survey administrations. In addition, data for all responses that were provided in July 2011 is presented in order to fully capture what actions respondents took to reduce storm water runoff.

Among those who took action or plan to take action to reduce storm water runoff, looking at all responses provided, 34% have used or will use natural or organic fertilizer and pesticides or none at all, 18% have planted or will plant trees, shrubs or grass, 13% have mowed or will mow their lawn less often and keep it longer, and 11% have built or will build rock walls or fences to divert runoff, among other responses.

Note:

In keeping with the coding system from past surveys, Market Decisions has continued to use the code "Used/Will use natural or organic fertilizer and pesticides, or none at all" to capture all those who indicated that they have used or will use organic fertilizer, organic pesticide, or both – as well as to capture those who indicated that they do not use or will not use fertilizer, pesticides, or either. However, it has come to our attention that separating organic products from using no products would be more accurate and possibly more valuable.

Therefore, for information purposes, looking at all responses, among those who indicated that they "Used/Will use natural or organic fertilizer and pesticides, or none at all":

- 18% used/will use organic fertilizer
- 5% used/will use organic pesticides
- 8% used/will use both organic fertilizer and pesticides
- 24% do not/will not use fertilizer
- 32% do not/will not use pesticides
- 15% do not/will not use fertilizer and pesticides

Significant Differences by Group for "1st Response Only" (Using the Pearson Chi-Square Test):

Note: Significant Differences by Group are only presented for the "1st Response Only." There are no Significant Differences by Group for "All Responses," as multiple response questions have small sub-samples. However, for this question, percents and information for "1st Response Only" and for "All Responses" can be found in the Cross Tabulations section, which begins on page 46.

- Among those who already took or plan to take action to reduce storm water runoff, those ages 30-39 (65%) were more likely than those ages 40-49 (4%), 50-59 (4%) and 60+ (6%) to indicate that they planted or will plant trees, shrubs or grass.

* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.



PUBLIC COMMUNICATIONS POLICY

1. **APPLICABILITY.** This policy applies to employees of the Maine Department of Environmental Protection and is intended to guide their contact with the public and media in their roles as state employees and representatives of the department.
2. **PURPOSE.** As part of its commitment to transparency and to creating and maintaining public understanding and support for its objectives and programs, the Maine Department of Environmental Protection will provide the public and media with accurate and consistent information in an accessible, professionally-presented and timely manner. It also ensures the appropriate, coordinated use of Department-related materials, including its logo.
3. **OVERVIEW OF DEP PUBLIC COMMUNICATIONS POLICY.** The Department has a fundamental responsibility to communicate consistently, clearly and effectively with all constituents. As a trusted informational resource regarding current and emerging environmental issues, DEP is positioned to engage the public in the protection, improvement and sustainability of the state's natural resources, Maine's natural resource-based economy and public health. Working effectively with the public and media is critical to achieving this goal. The Office of Communications & Education within the Commissioner's Office directs all DEP communications and education efforts, including the development and dissemination of all official agency announcements such as media releases, weekly highlights, educational columns and other documents/materials of interest to the public and regulated community; coordinates, prepares and promotes department staff public presentations, trainings and media conferences; responds to requests for public information; and develops, approves and manages all DEP's web content, including the Department website and social media presence. The Director of Communications & Education serves as the agency spokesperson.
4. **PROCEDURES.**
 - 4.1 Providing Public Access to Departmental Information and Proceedings
 - 4.1.1 DEP conforms to the letter and spirit of the Freedom of Access Act (FOAA). All files, except enforcement, personnel, and others required by law to be kept confidential, are available for inspection during business hours. Staff must follow DEP's *SOP on Confidential Information* in determining the appropriate response to requests for confidential information or consult the Department's FOAA Coordinator or Director of Enforcement for guidance.
 - 4.1.2 Media representatives and members of the public have rights to observe the conduct of DEP business. The FOAA governs those rights, both regarding "public records" and "public proceedings." The only ongoing DEP activities subject to compliance with FOAA provisions are Board of Environmental Protection (BEP), Fund Insurance Review (Board (FIRB), Board of Underground Tank Installers (BUSTI) and the Maine Oil Spill Advisory Council (MOSAC) meetings and DEP Rulemaking hearings. Questions regarding media attendance at any other DEP functions must be directed to the Director of Communications & Education.

4.2 Providing Information to the Public and Media In a Timely Manner

DEP is committed to providing the highest level of transparency and customer service. A critical element of that commitment is to the extent practicable, to respond to all requests from members of the public or media in a timely manner. Responding to media inquiries is a high priority, given their deadlines. To the extent possible and in accordance with Sections 4.3 and 4.4 of this Policy, requests from the media will receive a response immediately upon receipt, unless additional time is allowed by the requestor's articulated deadline. If staff cannot return the request in a timely manner, it should be forwarded directly to the Director of Communications & Education.

4.3 Representing the Department on Departmental Policy or Position

The Commissioner and Director of Communications & Education or their approved designee is responsible for articulating Department policy, positions and any public personnel information, including but not limited to budgetary matters, legislative and regulatory positions and staffing/structural decisions. Any media inquiries on these matters should be referred directly to the Director of Communications & Education.

4.4 Responding to Press Inquiries Regarding Specific Projects, Technical Issues (non-policy) or Agency Processes

- 4.4.1 All staff have the authority to respond directly to a reporter's inquiries regarding specific projects or technical issues within their professional purview. The Director of Communications & Education is always available to advise staff regarding effective communications and if requested, will respond on behalf of those uncomfortable performing this task. Inquiries regarding matters outside the request recipient's jurisdiction should be directly transferred to the appropriate agency contact if it known, or to the Director of Communications & Education, who will either respond to the inquiry or forward it to the appropriate staff person for response.
- 4.4.2 Responding staff should provide objective facts (size of project, nature of review process, meeting time and location, review timeline, etc.) and never engage in speculation or opinion. When answering questions, staff should take advantage of opportunities to cite additional background or Department-developed reference material, including relevant links to the DEP's website. Questions about BEP processes/procedures in matters where that Board has jurisdiction or is hearing an appeal should be referred to the Board's Administrative Assistant or Executive Analyst.
- 4.4.3 Under no circumstances is it appropriate for a staff member to disclose a staff recommendation on an Order until it has been reviewed and approved according to Department policy. Typically this process requires Bureau Director involvement.
- 4.4.4 Many aspects of pending enforcement cases are not appropriate for discussion with the public or the media. (NOTE: A Notice of Violation that has been issued to the alleged violator is available as a public document. No other enforcement documents are in the public domain until they are final.) Any inquiries related to an active enforcement case should be reviewed with the Director of Enforcement in the Office of the Commissioner prior to a departmental response.

4.4.5 The Media Contact Form (attached and on the DEP Intranet) is used to document all calls or interviews with reporters. Copies of completed forms are to be sent electronically within the same business day to appropriate bureau management and to the Director of Communications & Education. With respect to applications pending before the BEP or under appeal to that body, a copy must also be sent to the Board's Administrative Assistant or Executive Analyst. If the form is inaccessible (for example, the staff person is in the field), a phone call or email to the Director of Communications & Education and appropriate bureau management is an acceptable alternative.

4.5 Initiating Media Contacts

4.5.1 Media relations is the responsibility of the Office of the Commissioner. Suggestions for media releases, events and other public and media activities representing DEP to the public or media are welcomed and should be brought directly to the Director of Communications & Education before any action is pursued with as much advanced notice as possible. If the suggestion is approved, the Director of Communications & Education will delegate roles and responsibilities to move it forward, in consultation with the appropriate bureau management.

4.5.2 All media releases and media-related activities (events/activities orchestrated for the press and public with the intent of heightening awareness) must be approved by the Director of Communications & Education and the Commissioner or their approved designee. Media releases will conform with Associated Press Style, be distributed by the Director of Communications & Education, and also be displayed on the Department's website newsroom.

4.6 Corrections/Letters to the Editor/Opinion Pieces

When the media seems to have erred or unfairly represented DEP staff, their actions or Department policy positions, it is important to correct to the misinformation and/or mischaracterization via a request for a correction, letter to the editor, etc. Please contact the Director of Communications & Education who will determine and coordinate the appropriate response in partnership with staff to ensure the record is corrected.

4.7 Public Speaking/Presentation Engagements and Trainings

4.7.1 When a staff member is requested to represent the Department in a public speaking engagement or exhibition, training or policy-related forum (not including mandated public meetings or hearings), he/she must inform the Director of Communications & Education and the Bureau Director of the engagement, audience, objective, subject matter and resources required before accepting. The Director of Communications & Education in partnership with the Bureau Director will review the request and advise on the response. Staff is not permitted to present on behalf of the Department unless approved through this process.

4.7.2 Requests from external entities for Department speakers may be submitted directly to the Director of Communications & Education or their approved designee, who will decide whether it is appropriate for the Department to be represented and coordinate and help to prepare the appropriate representatives. Department staff is not to solicit speaking/presentation engagements



but can bring suggestions for potential opportunities to the Office of Communications & Education for consideration.

4.7.3 All Department presentations including trainings must utilize the DEP PowerPoint template (available on the Intranet and H drive within the "Forms and Templates" folder) and branding styles, and be reviewed and approved by the Director of Communications & Education and/or their approved designee prior to the presentation being given. PowerPoints are to be provided to the Director of Communications & Education or their approved designee as soon as possible but no less than five full working days in advance of the staff person's departure for the presentation for review.

4.8 Department Education and Outreach Materials

Any education or outreach materials –including but not limited to letters, brochures, postcards, technical bulletins, issue profiles, print/broadcast/web advertisements or promotions, reports, etc. not specific to an individual facility, policy, project, etc. for dissemination in printed, broadcasted or electronic formats must be approved by the Director of Communications & Education, and as necessary, additionally by the Policy Director and Webmaster. If staff require an outreach piece to be developed or wish to partner on an advertising/promotional campaign, they are to contact the Director of Communications & Education or their designee who will coordinate staff within the Office of Communications & Education to develop the appropriate materials in partnership with the relevant program staff if appropriate advanced notice has been provided. The Office of Communications & Education has Department-branded display materials available for use, including banners, tableskirts and general DEP brochures and stands.

4.9 Sponsorships/Use of Department Logo

A sponsorship by the Department –whether monetary, in-kind or via logo only– suggests endorsement of the sponsored initiative. Therefore, all requests for sponsorship or DEP endorsement must be approved by the Office of the Commissioner and by the appropriate Bureau Director. Requests should be reviewed by the appropriate Division Director with the request and a recommendation made concurrently to the Director of Communications & Education and the Bureau Director. If the sponsorship and use of the DEP logo is approved, the Director of Communications & Education will provide the correct logo file to the requestor.

4.10 Social Media Usage

The Director of Communications & Education is the Department's designated Social Media Supervisor and is the only DEP employee authorized to engage in social media as a representative of the agency or to designate other Department staff to do so, as outlined in the OIT Social Media Policy, which can be found at <http://www.maine.gov/oit/policies/socialmediapolicyfinal.htm>.

**Maine Department of Environmental Protection
MEDIA CONTACT FORM**

Subject:

Date:

Media Contact:

Staff Contact:

Affiliation:

Telephone:

Desk Phone:

Information requested/provided:

Reason for inquiry/interview: (please mark with "X")

- Background/ Gen' l information:** _____
- Follow-up from previous contact:** _____
- Article in print (date?):** _____
- Tape for broadcast (date?):** _____

Is media follow-up expected? Why?

Is DEP follow-up appropriate? If so, by whom?

Additional comments:

If you referred the original contact to another person, program, agency, etc., please identify: