

PE-3

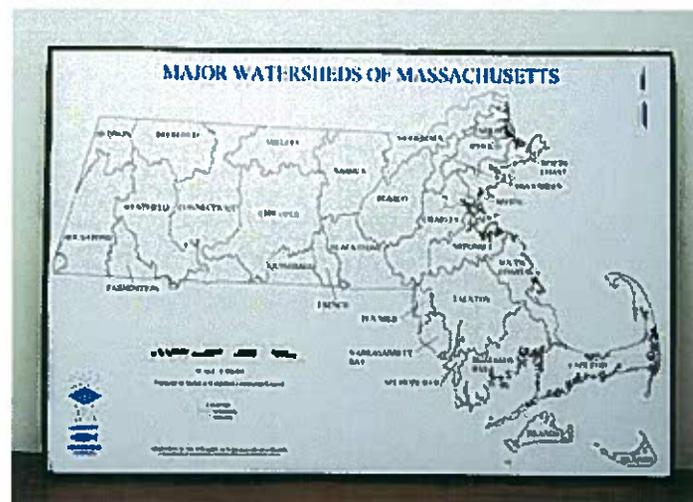
SWCAP Year One Products



Year 1 Product includes:

- Stormwater Matters flyer for residents (master copy on CD)
- Traveling tabletop display with carry bag
- 200 Public awareness survey postcards and 2 brochure holders
- 2 Stormwater Matters logo umbrellas

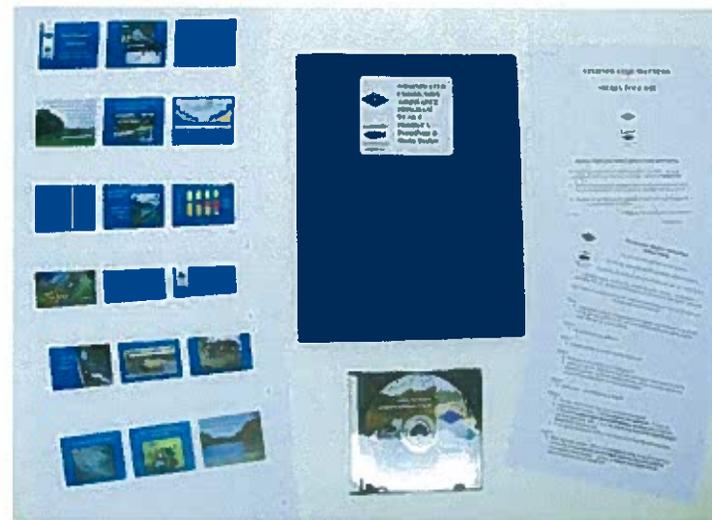
SWCAP Year Two Products



Year 2 Product includes:

- 5 Stormwater Matters lesson plan notebooks for 5th/6th grade
- 5 Large laminated aerial photo maps of municipality (2' x 3')
- 5 Large laminated state watershed maps (2' x 3')
- Stormwater poster contest rules,
5 color flyers announcing poster contest, and a set of award certificates (1st, 2nd, 3rd, 2 honorable mentions)

SWCAP Year Three Products



Year 3 Product includes:

- Stormwater Matters PowerPoint program on CD
- Media toolkit on CD
- Large aerial photo map of municipality (2' x 3', foam-mounted and laminated)
- Stormwater Matters banner (3' x 5', indoor/outdoor material)

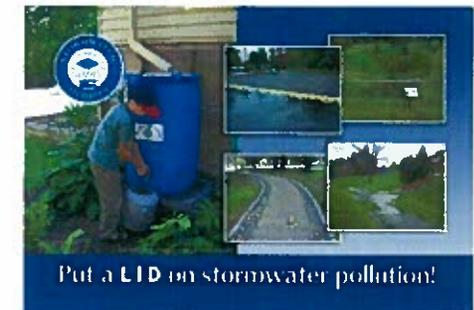
SWCAP Year Four Products



Year 4 Product includes:

- Stormwater Matters flyer for businesses (master copy on CD)
- 50 Stormwater Matters window decals for businesses
- Storm drain marking kits (consisting of 195 curb markers, 15 adhesive tubes, 3 wire brushes, 3 gong brushes, 3 carrying totes, 1 roll of 100 "stormwater matters" stickers, 3 laminated instruction sheets, 30 cleanser packets)
- Storm drain marking press release and informational handout on CD

SWCAP Year Five Products



Year 5 Product includes:

- "Stormwater Matters Outreach and Participation Ad Campaign" consisting of seven ads, each one covering a specific stormwater theme
- 400 postcards of each of six ads totaling 2,400 postcards; and 400 stormwater matters bookmarks
- 30 posters of the stormwater ads and a template press release on the ad campaign
- 2 CDs of all seven ads - one formatted for cable television, one for website upload