



Introducing the Green MS4 Ambassador program created by National Municipal Stormwater Alliance (NMSA) and supported by the Green Infrastructure Leadership Exchange (GI Exchange)

Do you have what it takes to become a Green MS4 Ambassador?

Are you an MS4 program manager that has experience in championing green infrastructure (GI) in your program? Are you the type of stormwater professional who gains satisfaction from leveraging your experience and knowledge to provide input, support and assistance to other MS4 program managers? If the answer is yes to both of these questions, you are a good candidate for the NMSA Green MS4 Ambassador program.

MS4 program managers need all the support we can get. This is especially true for those MS4 program managers who seek to integrate innovative and non-traditional approaches and practices into their programs. Research illustrates the power of trusted peer-to-peer exchanges, and [evidence exists in the stormwater sector](#) that more influence is exerted in peer-to-peer communication pathways compared with traditional expert-learner presentation of scientific evidence on an innovation's effectiveness. The Green MS4 Ambassador is program that will establish a peer-to-peer support system for stormwater program managers to unleash this strengthened peer-based influence.

Green MS4 Ambassadors are those MS4 program managers who have:

- Overcome challenges at the local level associated with political and public will and opinion,
- Facilitate substantive input and changes to local/regional technical documents (standards, codes, policies, ordinances, guides, etc.) that encourage and better enable the adoption of GI practices,
- Have successfully addressed implementation barriers such as funding shortfalls/issues or on-site construction constraints, and/or
- Used technologies or innovative approaches to successfully address ongoing support services for GI practices, such as inspection and maintenance.

To apply to become an NMSA Green MS4 Ambassador, please visit <http://nationalstormwateralliance.org/greenms4/>. Follow up will be made by NMSA to confirm your status as a Green MS4 Ambassador. Your name, position, and your community's name will be listed along with other Green MS4 Ambassadors on this page as a resource for those who may wish to reach out and inquire on ways to overcome local challenges on growing GI implementation within their own communities. Further, Ambassadors will be featured in interactive-based webinars and other similar events. This program is also supported by the [Green Infrastructure Leadership Exchange](#) whose mission is to accelerate the affordable and equitable implementation of green stormwater infrastructure throughout North America by supporting peer learning, innovation and collaboration among cities, counties and utilities.

If you have any questions, please contact:

Seth Brown, Executive Director, NMSA at seth.brown@nationalstormwateralliance.org or

Paula Conolly, Executive Director, GI Exchange at paula@giexchange.org