

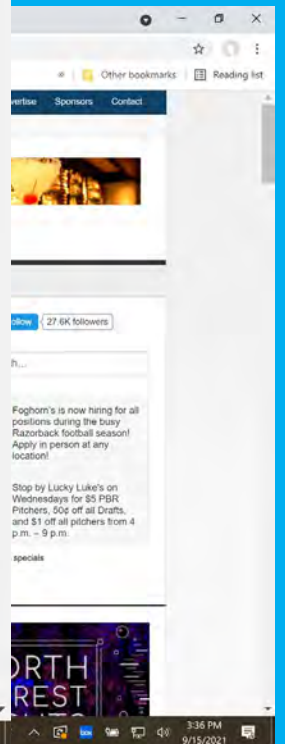
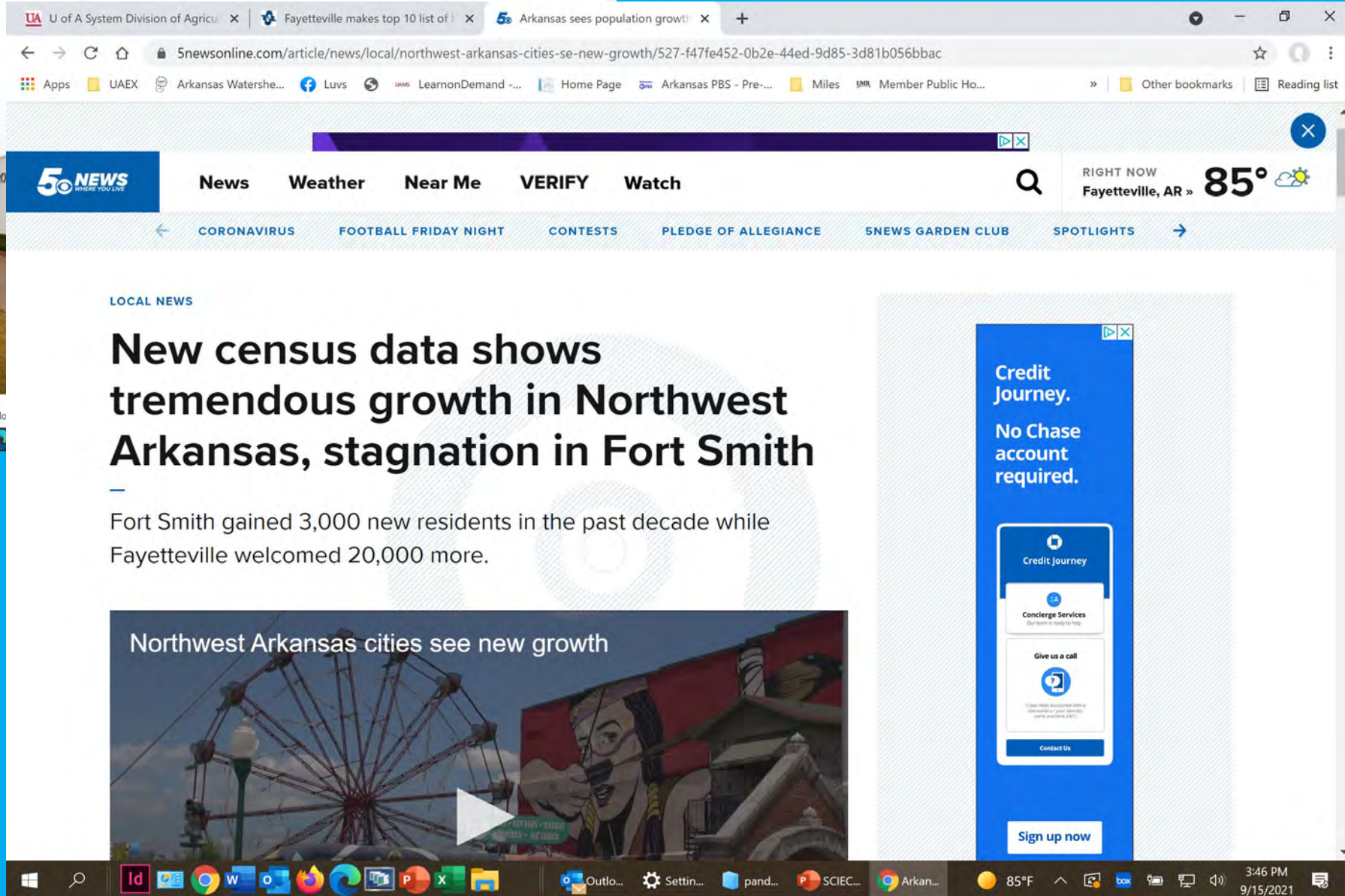
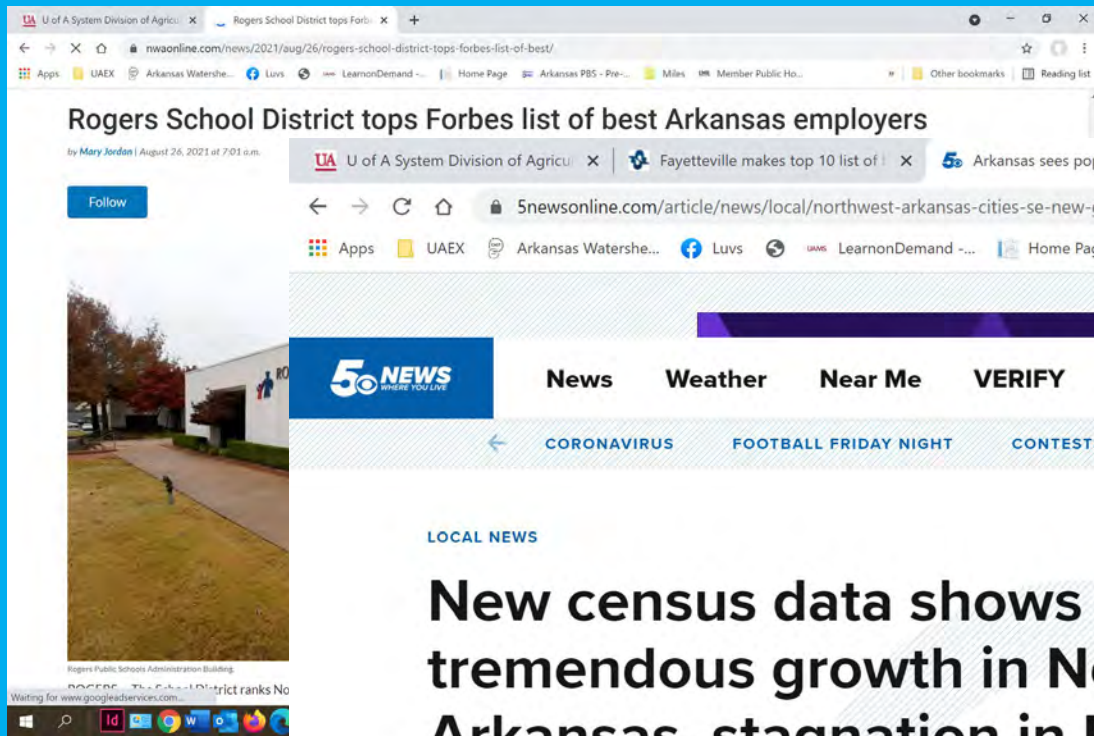
Getting Messages to the Public from a Safe Distance

Trish Ouei, CHES, MS Ed Technologies

County Extension Agent- Urban Stormwater Educator



Getting Messages to the Public from a Safe Distance



Getting Messages to the Public from a Safe Distance

The collage consists of four overlapping screenshots of news websites:

- Top Left:** A screenshot of the **Next City** website. The article is titled "Is Fayetteville, Arkansas the Biking City?" by Cinnamon Janzer, dated May 6, 2021. It features a photo of a person on a bicycle on a trail.
- Top Right:** A screenshot of the **Outside** website. The article is titled "Bentonville, Arkansas is Disney..." and is part of an "adventure-travel/essays/bentonville-arkansas-mountain-biking/" series.
- Center:** A screenshot of the **Snews** website. The article is titled "Forbes Ranks Crystal Bridges Among Greatest International Art Destinations" and mentions that the Crystal Bridges Museum of American Art was listed as one of its "Top 13 Art Trips You Need to TakeR...". It includes a large photo of the Crystal Bridges Museum building.
- Bottom Left:** A screenshot of the **Arkansas Today** website. It shows a "Back to the Main Blog" link and a "CATEGORY: Rankings" section. There are also social media share buttons for LinkedIn, Twitter, Facebook, and YouTube.

The bottom of the collage shows a Windows taskbar with various application icons and a system clock indicating 4:16 PM on 9/15/2021.

miles
and
counting

What We Did

- Whisker Demonstrations
- Social Media Contests
- Contractor Education
- Litter Clean Ups



What is a blue whisker??

A sprig of blue plastic that is attached to a stake and sticks in the ground. Also known as stake chasers.

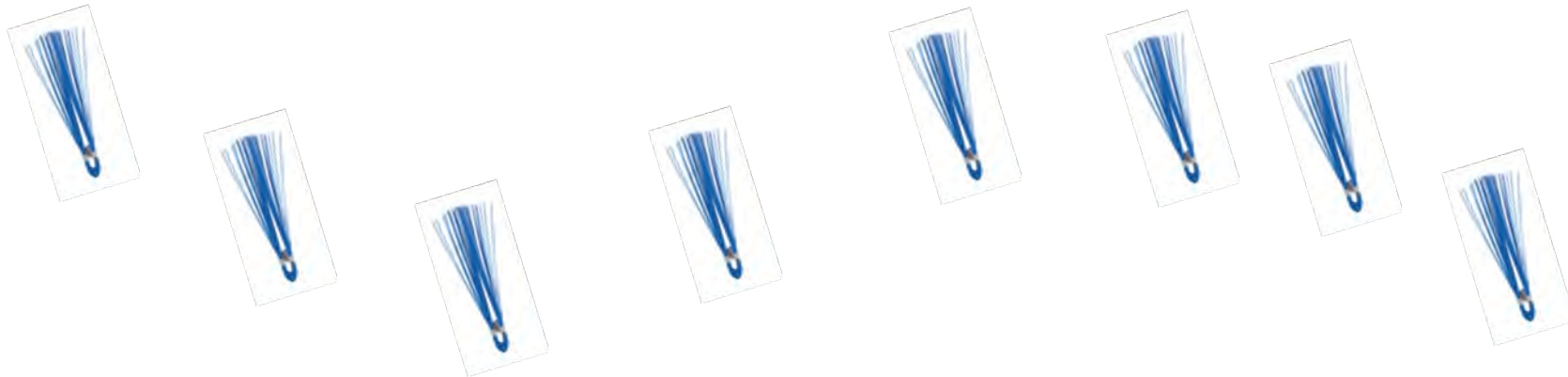


The whiskers show the storm drain system that individuals don't think about being underneath them. We walk, bike, drive over them everyday but rarely think about where the water is really going.



Blue Whiskers on the Greenway

- 3 locations on the greenway
- 51,333 people biked, walked, jogged through a display
- Whiskers on each side, and concrete stickers



Blue Whiskers on the Greenway



Blue Whiskers on the Greenway

- Signage
- Facebook
- Twitter
- Local KUAF – NPR
- Instagram



Blue Whiskers on the Greenway



Know the Flow →

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Blue Whiskers on the Greenway

- Survey data results
- 102 participants (April – May)
- 29 Participants came directly from QR codes
- 55 we KNOW clicked on Facebook link to take them to page
- The other 18 could have been Instagram, shared Facebook posts, or through newsletters



Blue Whiskers on the Greenway

Entice them with prizes – chance to win 1 of 10 \$10 gift cards and a grand prize of a free pair of Chaco Sandals.

Just answer 5 questions and leave contact information.

Blue Whiskers on the Greenway

Did you know that storm drains flow to creeks untreated before seeing whisker signage/marker?

Yes - 60

No – 40

After seeing the whisker signage/marker do you know that water that flows into storm drains flows to creeks untreated?

Yes – 93

No – 7

Blue Whiskers on the Greenway

Lessons Learned

- Bikers don't stop
- Very little media because no one wanted to be responsible for people congregating
- Better way to get comments
- Whisker displays in the Fall/Winter – More Visible

Not afraid to try again!!

One Location – Downtown Park

January - March 2021

Created a Facebook group

Weekly trivia questions with prizes



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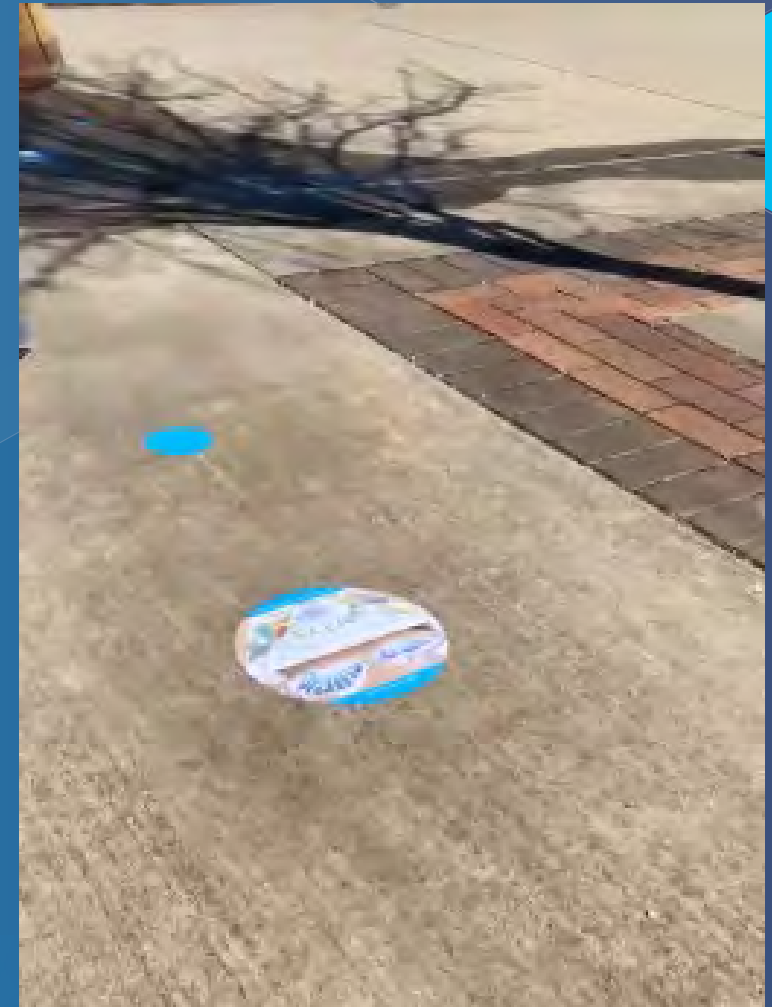
NW Arkansas
stormwater education

Not afraid to try again!!

Facebook page with 41 community posts about
stormwater educational program with 101 members

- Local news coverage
- 2 newspaper articles
- Community spotlight on NPR

Mass Media outreach to over 100,000 MS4 residents



NWA Pre-Construction Education Program

Why was the program developed?

Awareness, understanding, and compliance with stormwater construction regulations can be a challenge. In Northwest Arkansas, this educational program offers an overview of why construction BMPs are important and what permitting, paperwork, and BMPs are required. Participation can help eliminate the "I didn't know" response that's often heard during construction site inspections.

Who is the program for?

This pre-construction stormwater education program is designed specifically for contractors, developers, and persons responsible for inspecting and maintaining stormwater controls on a construction site to be shared during pre-construction meetings.



uaex.edu/stormwater
#KnowTheFlowNWA

Pre-Construction Education




- Two more MS4 jurisdictions will participate
- Google or Microsoft forms
- Automatic notifications
- The same numbers or higher

Please cut, fold, and tape your card.



Tape top to bottom

Fold

Name [Redacted]		
Company Liberty Contractors		
Participated in training on Construction Stormwater Management		
		
Location: online		Exp Date: 4/20/2023
Schedule additional training sessions!		
Washington County: Kate Teague - 479-444-1755, kateague@uada.edu		
Benton County: Trish Quei - 479-271-1060, pouer@uada.edu		



Cut



Pre-Construction Education

“...significantly saves on staff time, and is a convenience to the participant as well”

Know the Flow

forms/d/e/1FAIpQLScOW36PqXhoqKHu8ak_rUTbaUy6JR-NpJLTX6OEmKM3xLKeUw/viewform

Luvs LearnonDemand - Home Page Arkansas PBS - Pre- Miles Member Public Ho...

NWA Pre-Construction Stormwater Education

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All the materials needed to obtain a Participated in Training card are located on this page. Once you have completed:

- * Watching stormwater Compliance on Construction Sites in NWA video (8 Min) <https://tinyurl.com/p66wwhnk>
- Video transcript <https://tinyurl.com/378tef4v>
- * Stormwater for Construction BMPs: "Ground Control" Video (14 min) tinyurl.com/uc67bh9
- * Reviewing the Construction Litter Resource sheet <https://www.uaex.uada.edu/environment-nature/water/docs/Construction%20site%20Litter%20Prevention.pdf>
- * Reviewing the DEQ paperwork chart <https://www.uaex.uada.edu/environment-nature/water/docs/Construction%20stormwater%20management%20Paperwork%20chart.pdf>
- * Completing the Construction Stormwater Quiz Below

If the score is 80% or above, we will mail a "Participated in Training" card that will be valid for two years.

Inbox - pouei@u... NWA Pre-Contr... SESWA 2021.ppt... 86°F

Litter Cleanups



Litter Cleanups

Two local TV station coverage

Local newspaper article

KUAF- NPR Community spotlight

111 bags picked up from 6 locations

Introduce Plogging



&



Do Your Part & Walk Across NWA







uaex.edu/stormwater
#KnowTheFlowNWA

Overall Success

5-week Spring 2021

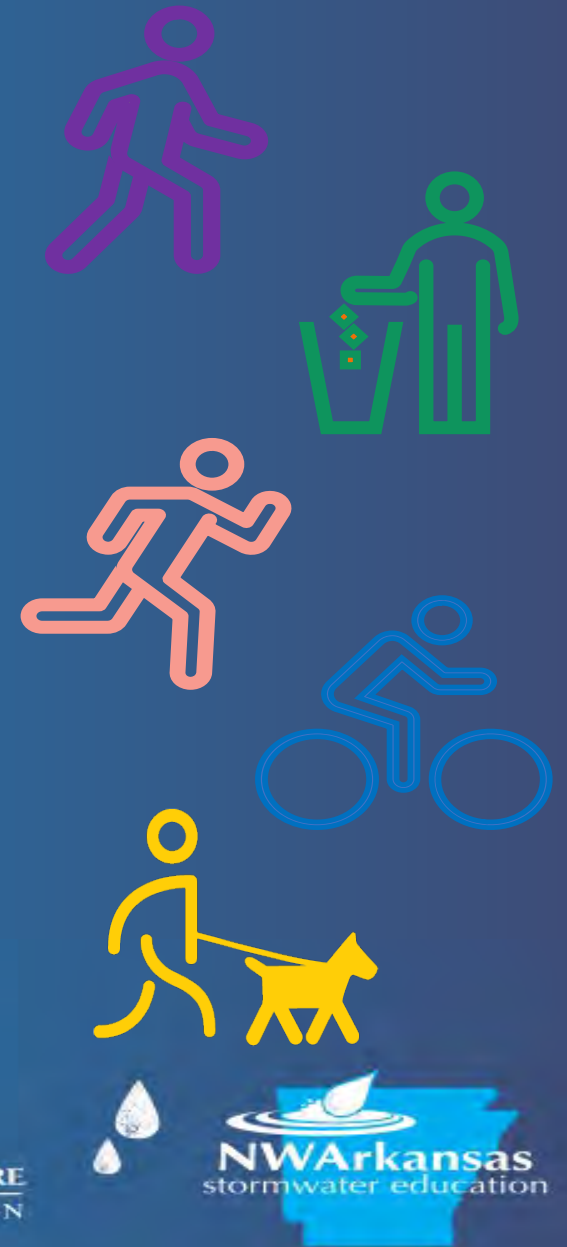
- Total of 122,478 minutes or 2,041 hours 18 minutes reported
- 148 people registered – 92 individuals reporting
- 30 individuals and 16 team members reported minutes of activity
- 534 bags of litter picked up
- 5 Speaker Series
- Facebook posts promoting Doing Your Part and Walking Across NWA



Overall Success 5-week Spring 2021

The evaluation quote that makes it all worth it...

“The trash pick up has made me more aware of the need to involve the community in keeping Arkansas clean and beautiful.”



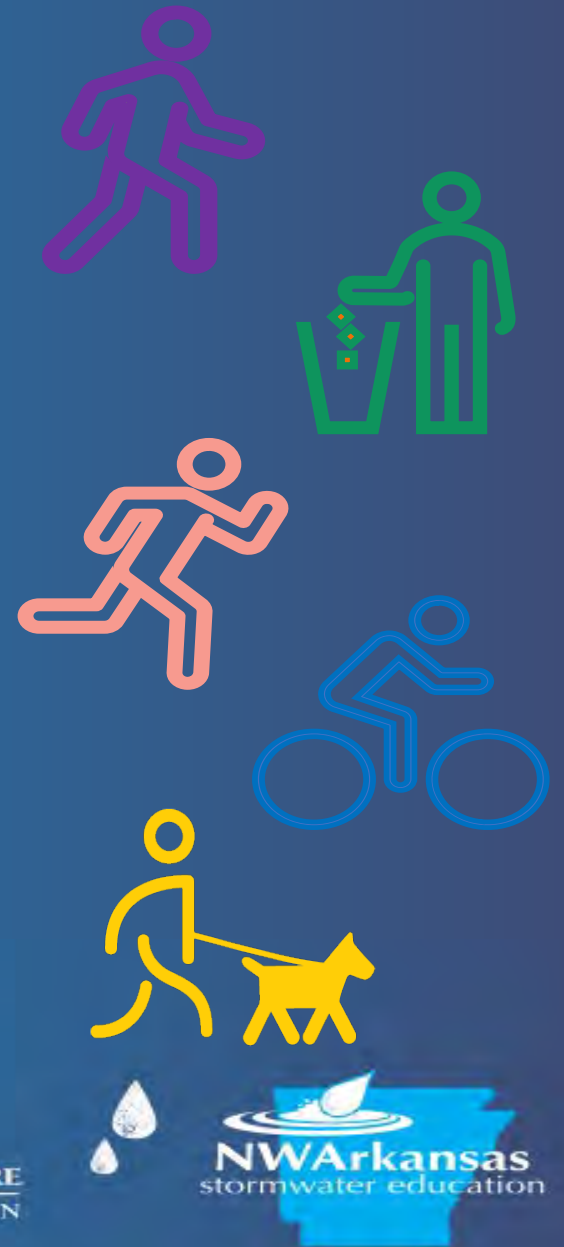
Overall Success 5-week Spring 2021

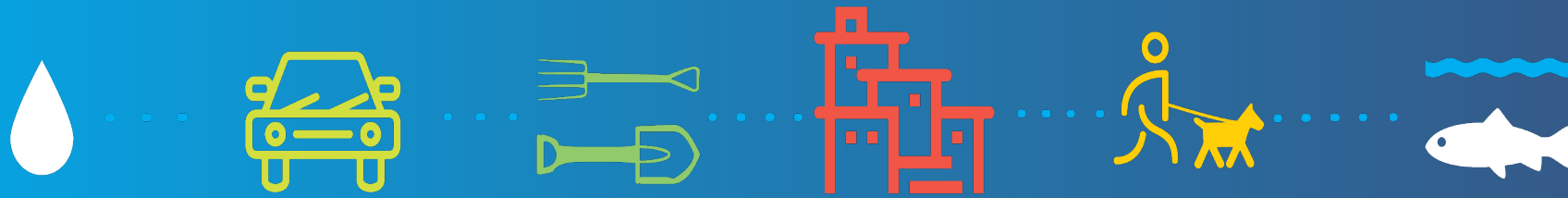
The evaluation quote was worth it...
“The trash pick up made me more
aware of the need for a
community in keeping our area clean and
beautiful.”



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Questions

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