

# Getting Messages to the Public from a Safe Distance

Trish Ouei, CHES, MS Ed Technologies

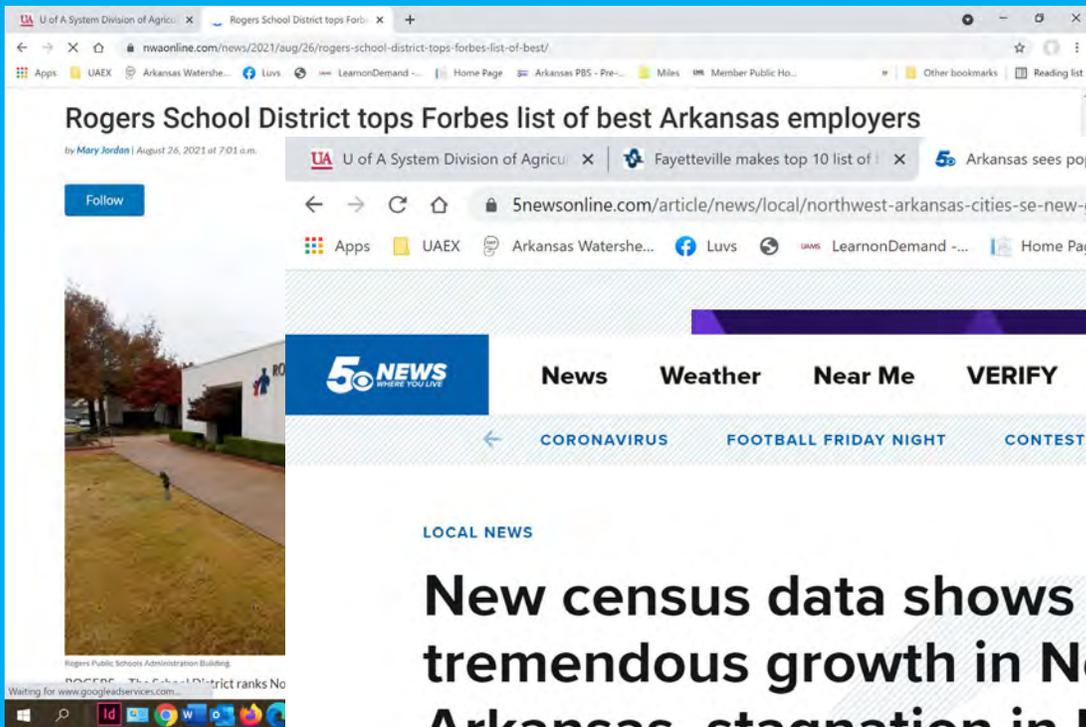
County Extension Agent- Urban Stormwater Educator

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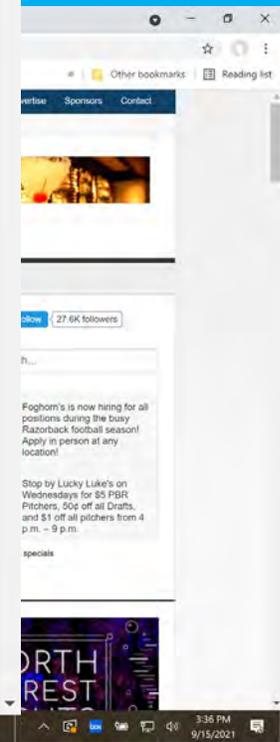
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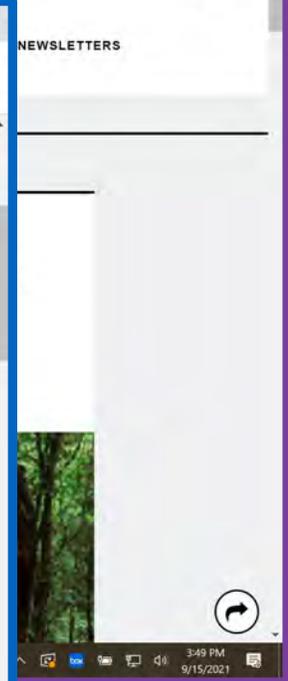
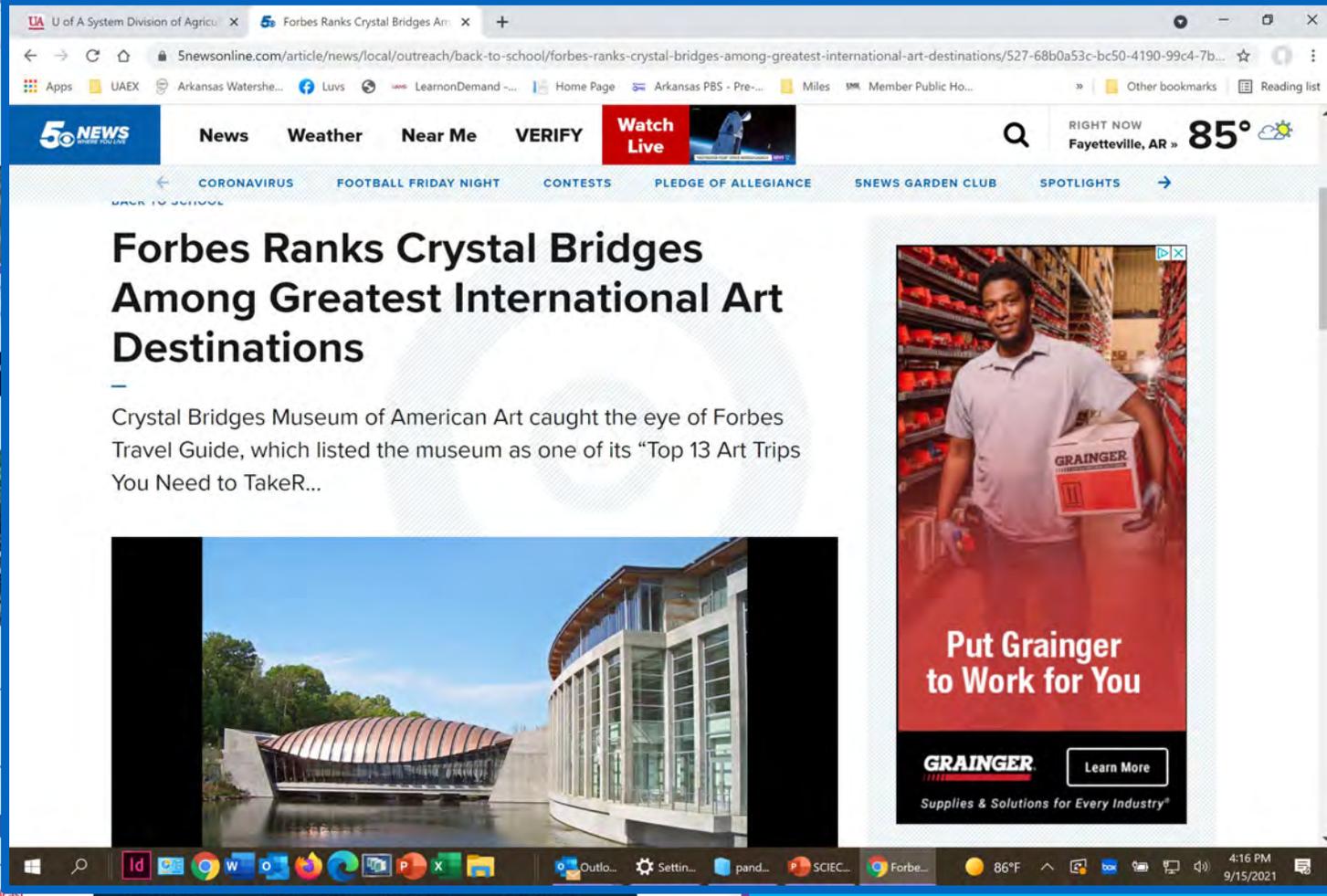
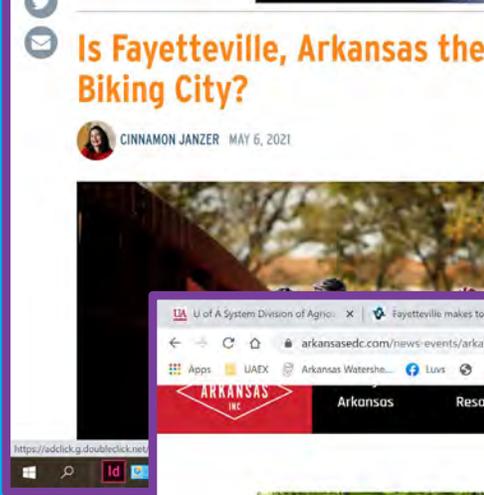
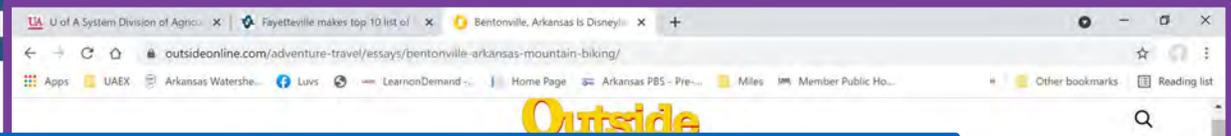
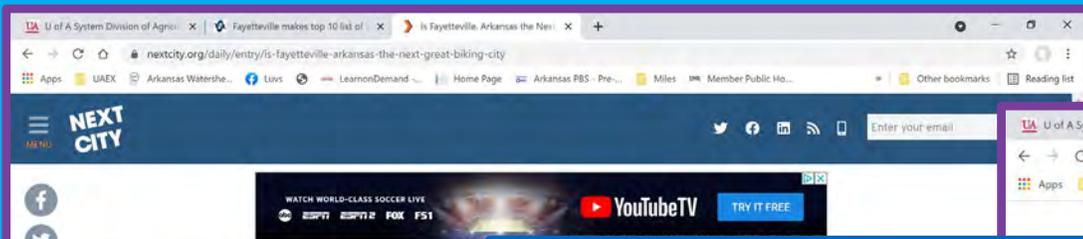
# Getting Messages to the Public from a Safe Distance



This screenshot shows a news article on the 5 NEWS website. The headline is "New census data shows tremendous growth in Northwest Arkansas, stagnation in Fort Smith". The sub-headline reads: "Fort Smith gained 3,000 new residents in the past decade while Fayetteville welcomed 20,000 more." Below the text is a video player with the title "Northwest Arkansas cities see new growth" and a play button. The website's navigation bar includes "News", "Weather", "Near Me", "VERIFY", and "Watch". The weather for Fayetteville, AR is shown as 85°. A vertical advertisement for "Credit Journey" is visible on the right side of the article.



Getting Messages to the Public from a Safe Distance



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.



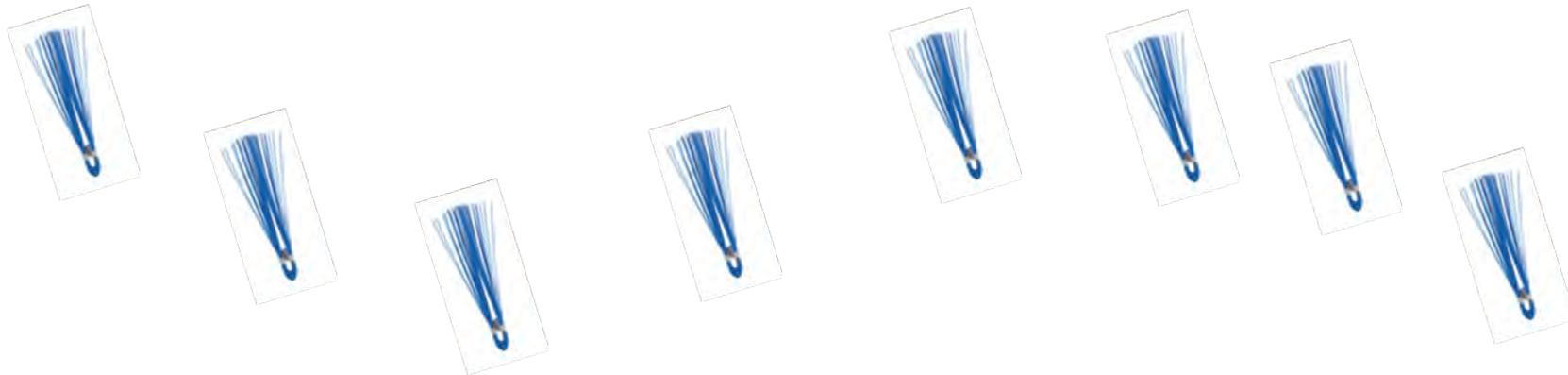
BLUE WHISKERS ON THE GREENWAY

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



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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

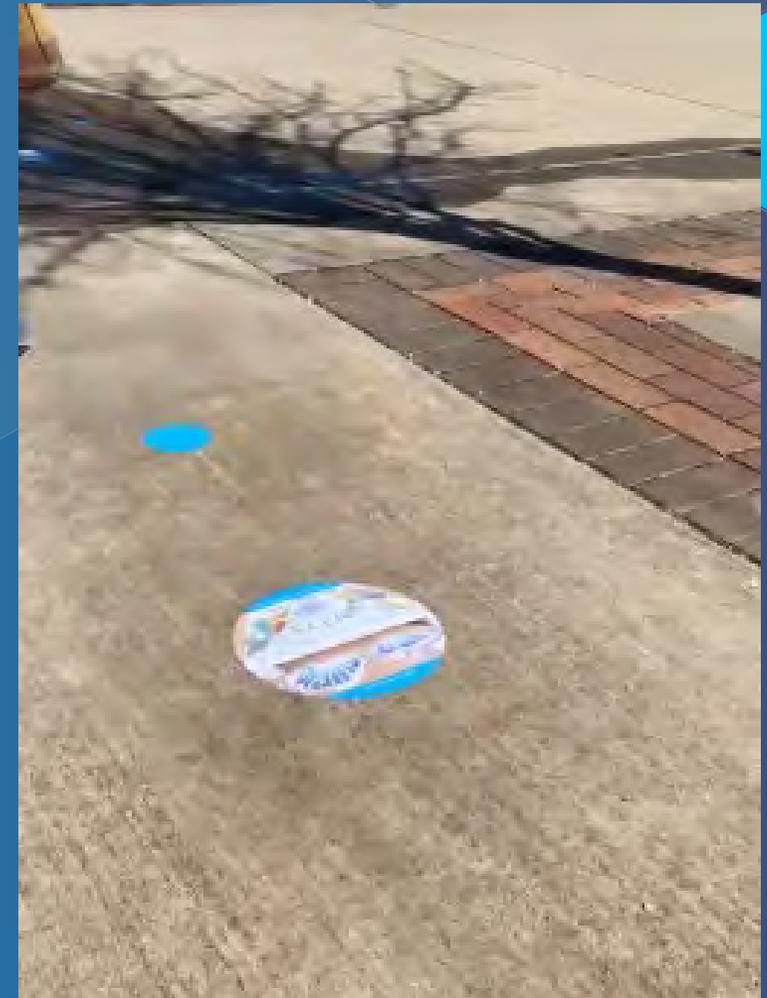


# Not afraid to try again!!

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



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# 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](http://uaex.edu/stormwater)  
[#KnowTheFlowNWA](https://twitter.com/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

Name <b>Liberty Contractors</b>		
Company Participated in training on <b>Construction Stormwater Management</b>		
		
Location: online	Exp Date: 4/20/2023	
Trish Quei - 479-271-1060, <a href="mailto:pouei@uada.edu">pouei@uada.edu</a> <b>Benton County:</b>		
Kate Teague - 479-444-1755, <a href="mailto:kteague@uada.edu">kteague@uada.edu</a> <b>Washington County:</b>		
Schedule additional training sessions!		

Fold

Cut



# Pre-Construction Education

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

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/forms/d/e/1FAIpQLScOW36PqXhoqKHu8ak\_rUTbaUy6JR-NpJL1X6OEmKM3xLKeUw/viewform

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

## NWA Pre-Construction Stormwater Education

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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.

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/p66wwhmk>
- Video transcript <https://tinyurl.com/378tef4v>
- \* Stormwater for Construction BMPs: "Ground Control" Video (14 min) [tinyurl.com/uc67bhyy](https://tinyurl.com/uc67bhyy)
- \* 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-Const... 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



[uaex.edu/stormwater](http://uaex.edu/stormwater)  
[#KnowTheFlowNWA](https://twitter.com/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

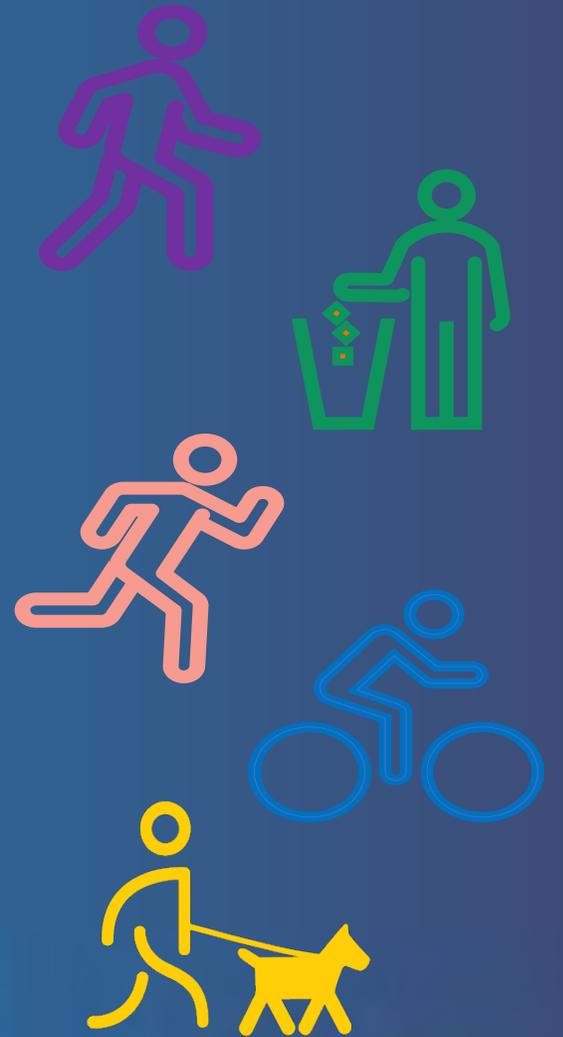
The evaluation quote that makes it all worth it...

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

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# Overall Success 5-week Spring 2021

The evaluation quote  
“The trash pick up  
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# Questions

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