Measuring Program Reach
This map outlines the span of jurisdictions which currently contract with the University of Arkansas System Division of Agriculture Cooperative Extension Service through the Northwest Arkansas Regional Planning Commission as a successful and cost effective way to implement minimum control measures required in their EPA Phase II Stormwater Management Permits.

Permit requirements which University of Arkansas Cooperative Extension Service provide:
- Public Education and Outreach
- Public Involvement and Participation
- Annual Employee Training

Program Planning
- 26-Member Steering Committee composed of MS4-designated representatives
- Annually identifies local educational needs, target audiences, program methods and provides annual feedback
- Collaborating with 50+ local, state, and national organizations
- In 2018, an additional $71,333 was garnered through ANRC, Beaver Water District, local solid waste districts and businesses to support stormwater education to MS4 residents.

2018 Annual Report
Public Awareness and Outreach

• Provided 950 door hangers with stormwater BMPs and possible violation checklists to 5 MS4s for distribution
• Featured in 6 newspaper photographs, 3 television news segments, and 1 radio community spotlight segment
• Managed 5 social media accounts posting 306 educational messages or announcements with 16,227 engagements
• Created 11 educational displays with interactive voting components, 4 public displays, and staffed 6 booths at public events
• Printed and distributed multiple fact-sheets and resource guides

Youth Education

• 21 programs with 2,169 youth participants for school classes, after-school programs, field trips, 4-H clubs, and summer camps
• Hands-on classroom and creekside programs emphasize the water cycle, watershed dynamics, ecosystems, stormwater runoff and pollution prevention
• Classroom programs support Arkansas’ Science Standards

“The watershed model is a great visual and helps them understand how water moves and carries pollutants.”

5TH GRADE TEACHER, WRITTEN EVALUATION
Adult Audiences

22 Stormwater pollution prevention programs for 2,614 homeowners and residents of NWA MS4 communities have included:

- Master Gardener and Master Naturalists Trainings (Benton & Washington Counties)
- Presentations for civic organizations and garden clubs
- Presentations on LID features such as rain gardens and rain barrels
- Guided walking tours of LID initiatives in public spaces
- Presentations to municipal and regional committees

11 Stormwater pollution prevention programs for 176 industry professionals of NWA MS4 communities have included:

- Facilitated the NWA International Erosion Control Association’s Lunch and Learn series on construction site erosion, sediment control, and LID features
- Presentations for professional development programs
- Conducted Construction Stormwater Workshops featuring sessions on watersheds, impacts of erosion/sedimentation, permitting, MS4 oversight, BMPs, SWPPPs and site inspections

MS4 Municipal and County Employee Training

- As part of the MS4 permit requirements, the program provides education and employee training for MS4 jurisdiction employees.
- During 2018, 572 MS4 jurisdiction employees were trained on multiple topics including Stormwater Management Plans, preparing for an audit, BMP implementation and in-the-field responses, and construction site management.

Individualized MS4 Audit and Compliance Support

As ADEQ conducts MS4 stormwater permit audits in NWA, the regional program provides shared knowledge and individualized audit support per jurisdiction. Additional guidance is given to MS4s as unique situations arise to find resources to ensure they are staying compliant to federal and state stormwater regulations. NWA jurisdictions audited in 2018 included Benton County, Cave Springs, Farmington, Greenland, Lowell, Rogers, and Washington County.
Public Involvement

• Coordinated/collaborated on 15 stream and lake clean ups involving 784 participants – removed over 10,500 lbs. of trash

• Held 3 Make-&-Take rain barrel workshops creating 65 rain barrels made by MS4 residents who were instructed how to install them at their residences

• Organized and facilitated sub-committees to engage stakeholder input on stormwater topics

• Trained 101 community leaders, organizers, and volunteers to instruct stormwater educational activities to others.

"So glad we could help out with this initiative. Seeing almost 4,000 lbs of trash collected from Spring Creek really made an impact on our staff. We would love to do this again."

LONDON VERHELST, SENIOR ANALYST IT, COMMUNICATION & ENGAGEMENT, TYSON

Thank you message for the fall Washington County 2018 litter clean-up.
Pre-Construction Training

Available to all MS4 jurisdictions, this newly updated pre-construction educational program is developed for contractors and includes post-test examinations eliminating the “I didn’t know” response that is often used during site inspections. In 2018, there were 322 site operators, supervisors and contractors trained on Stormwater Construction BMPs.

Construction Training

In partnership with Beaver Water District, a construction stormwater workshop series was developed for 2018. The workshop had 3 sessions and used local expertise including the UofA Center for Training Transportation Professionals. Of the 78 total participants, 33 were professionals based in MS4 jurisdictions and 42 were MS4 jurisdiction personnel.

2018 Program Emphasis

Each 5-yr NPDES MS4 permit outlines in advance, educational topics for each year to be emphasized beyond the ongoing MS4 education and outreach. In 2018 the topic was litter management.

In response, a Construction Site Resource Guide was developed for litter management and the TOSSED litter art project was initiated. TOSSED uses trash picked up from streets, parks, and creeks to create a sculpture, drawing attention to amount and types of materials that are improperly discarded. TOSSED included many community partners and 113 participants some that competed in popular vote contests for best sculpture to win cash prizes. The Scott Family Amazeum held a workshop for young litter sculptors.
Litter Messaging
The 2018 Stormwater Steering Committee identified litter and trash from vehicles and trash blown from open dumpsters as two neglected areas of litter prevention education. To address the gap, 2000 car litter bags were printed and distributed through various organizations.

To address trash blowing from carts and dumpsters, vinyl stickers were created to remind users to close lids on trash receptacles.

Video Education
In 2018, five videos were produced using a GoPro camera that followed rainfall from gutters into storm drains showing the path that pollution takes from street to creeks.

The series was shared through social media outlets and viewed 1,370 times with 218 engagements. The project worked with an EAST school program to design flotation devices for the camera to mount on and float through the storm drain.

Stormwater Acronyms
BMP: Best Management Practice is a practical and effective technique or combination of practices used to treat, prevent or reduce water pollution.

LID: Low Impact Development aims to mimic natural water movement and processes by using small-scale, individual practices that infiltrate, evaporate, and transpire rainwater.

MS4: Municipal Separate Storm Sewer System is a publicly owned system of storm drain inlets, pipes and/or ditches that collect rain and snow from streets and parking lots and deliver it untreated to the nearest creek, stream or lake. This stormwater is kept separate from waste water pipes that flow into a municipal treatment plant.

NPDES Permit: National Pollutant Discharge Elimination System Permit is a permit originated by the Clean Water Act that prohibits anybody from discharging “pollutants” through a “point source” into water.

SWPPP: Stormwater Pollution Prevention Plan is a document for site specific BMPs that will minimize stormwater runoff.

2018 Annual Report
STORMS ON STREETS DRAIN TO CREEKS

uaex.edu/nwastormwater
#KnowTheFlowNWA