

# Stormwater Public Information/Education

---



Public Works Department  
Engineering Division



# Public Information/Education (PIE)

---

- 1994 Survey
- Public's Stormwater Knowledge
- 450 Households in Salt Lake County
- 49% - Runoff to Rivers & Streams
- Businesses and Industries Were Culprits
- >50% Not My Fault



# Name Recognition

---

- Develop Logo and Slogan



**WE ALL LIVE  
DOWNSTREAM**

Salt Lake County Engineering  
Division



# PIE Objectives

---

- Raise Awareness
- Suggest Alternatives
- Target Groups
  - Public-at-Large
  - Businesses and Industries
  - Municipalities
  - Youth



# Public-at-Large

---

- “Where Does Stormwater Go?”
- Do’s and Don’ts
- Multimedia
  - Television & Radio (dog and duck)
  - Brochures & Handouts
  - Newspaper Inserts
  - Door Hangers & “Leave Behinds”
  - Press Releases



5 years later...

---



# Modification of Program

---

- 1999 Survey
  - 450 Households in Salt Lake County
  - 64% - Runoff to Rivers & Streams - 15% Incr.
  - Businesses and Industries Were Still Culprits
- Focus Groups (2)
  - Parents of Elementary School Age Children
  - Take Message Directly to School
  - Activity to Take Home



# New Logo

---

- More “Youth Friendly” Logo

A ride through the storm drain video





# Salt Lake County Stormwater Coalition

[www.stormwatercoalition.org](http://www.stormwatercoalition.org)





# 2003 Poll Results

---

- Homeowner habits-blue tabloid
- Focus on urban pollutants
- 2yrs later tabloid in spanish



# PIE Stream signs

---

- Video-TW/Lisa



# PIE Materials Bus posters



Salt Lake County Engineering  
Division

# PIE curb markers



Salt Lake County Engineering  
Division

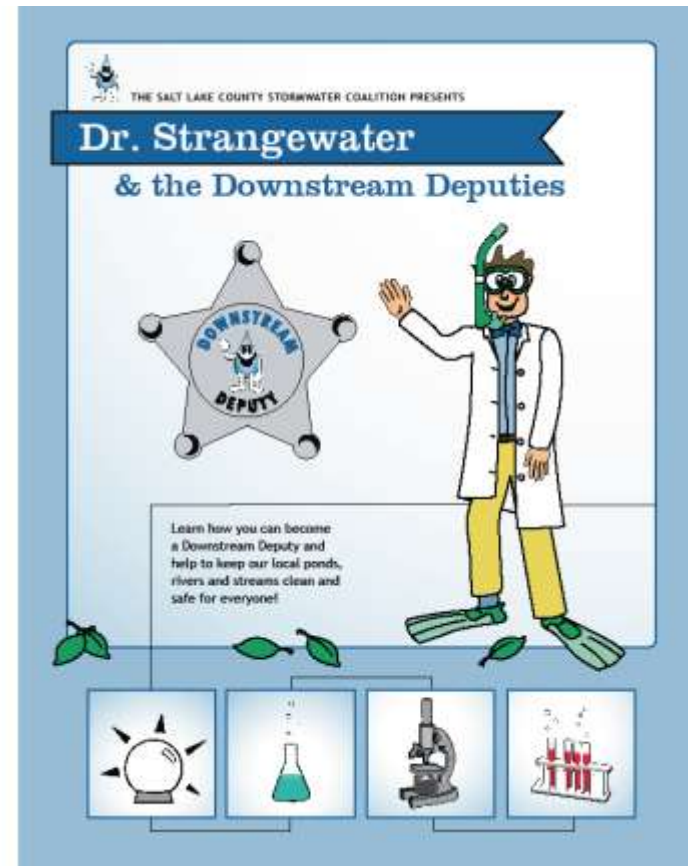
# Dr Strangewater booklet and video



Based on the short educational video,  
"Dr. Strangewater and the Downstream Deputies"  
by Salt Lake County Engineering  
and the Stormwater Coalition

Illustrations and Design by Erin Thomas  
© 2004

[www.stormwatercoalition.org](http://www.stormwatercoalition.org)





# Downstream Deputy Badge

---



Salt Lake County Engineering  
Division





# Water Quality Fair

---



## Water Quality Fair

**CHECK ✓ IN**

Sponsored by



The Salt Lake County Stormwater Coalition



Salt Lake County Engineering  
Division





# Next 5-10 yrs?

---

- ...poll says..” ? “

# 'Nasty' campaign 2006



**THAT'S NASTY,**  
BUT NOT AS NASTY AS LETTING  
SOAPY, DIRTY WATER RUN DOWN YOUR  
GUTTER INTO THE STORMDRAIN.



**THAT'S NASTY,**  
BUT NOT AS NASTY AS  
RAINWATER WASHING PET WASTE,  
DIRT, GRASS CLIPPINGS AND  
FERTILIZER DOWN THE  
STORMDRAIN, KILLING FISH  
AND PLANT LIFE DOWNSTREAM.

# Salt Lake County Stormwater Coalition

[www.stormwatercoalition.org](http://www.stormwatercoalition.org)





# Steve Burgon & Dan Drumiler..Discussion

---



Remember, everything you put in your gutter or down the stormdrain ends  
up in our local waterways! We all live downstream!

For more information, visit [www.stormwatercoalition.org](http://www.stormwatercoalition.org)

