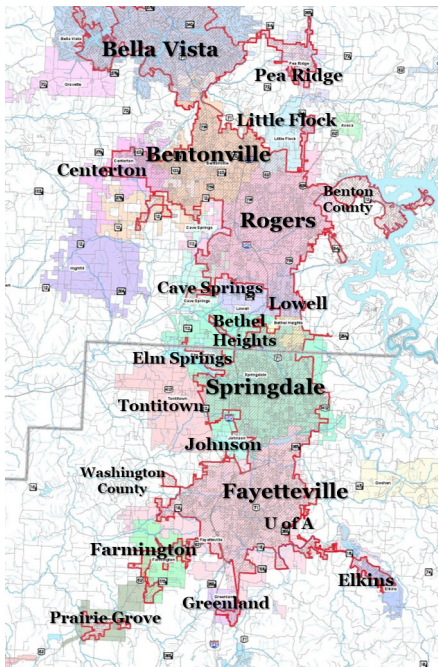




## 2020 ANNUAL REPORT



### NWA Urban Stormwater Program

Seventeen Northwest Arkansas cities, Benton and Washington Counties, and the University of Arkansas - Fayetteville are partnering with the University of Arkansas System Division of Agriculture Cooperative Extension Service and the NWA Regional Planning Commission on a proven, successful, and cost-effective way to meet their EPA Phase II Stormwater Management Permit requirements.

Stormwater runoff occurs when precipitation from rain or snow melt flows over the ground. Impervious surfaces like driveways, sidewalks, streets, and parking lots prevent stormwater from naturally soaking into the ground. Stormwater acts like a magnet, picking up everything in its path and carries pollutants into our storm drain system untreated to local streams, rivers, lakes, and wetlands.

For more information, visit [www.uaex.uada.edu/nwastormwater](http://www.uaex.uada.edu/nwastormwater) or call 479.444.1755 for Washington County or 479.271.1060 for Benton County offices.

# EDUCATING NWA on STORMWATER POLLUTION PREVENTION IN 2020

In 2020, the 5-yr NPDES MS4 permit educational emphasis was storm drain infrastructure awareness. In response, an innovative eco-art project was installed that showed the flow of stormwater from the inlet to the outfall above ground to visualize the infrastructure below ground using blue survey whiskers and concrete stickers. This project was installed in two cities along the Regional Razorback Greenway reaching an audience of potentially 51,333 trail users. In addition to the Know the Flow project, 407 storm drain markers were installed with "Drains to Creek" messaging.



## 26,992

Audience reach through **5** social media accounts with **435** educational messages and **1,825** followers

**"This was the most informative presentation I've watched (or attended) in years!"**

— attendee at Native Plants, Green Roofs and LID virtual presentation

## 937

Participants in **25** pollution prevention programs

## 102,765

Audience reach through **12** radio, television, and newspaper segments

**521** People interacted with **11** displays

**264** Construction professionals trained on **Stormwater Construction** pollution prevention practices

**327** People participated in surveys about opinions and knowledge of stormwater pollutants



## 455

MS4 city, county, and U of A employees were trained on stormwater pollution prevention practices.

**102** People pledged to reduce stormwater pollution through proper fall leaf disposal and proper disposal of pet waste

**"I never realized my individual actions, combined with others, made such an impact on local creeks"**

— participant in the Pet Poop Pick-up Pledge

## 513

Participants took part in litter cleanups from local waterways

**35** Representatives on 3 Steering Committees collaborated to direct local educational programs tailored to individual jurisdictions



### Individualized MS4 Audit and Compliance Support

As DEQ conducts MS4 stormwater permit audits in NWA, the regional program provides shared knowledge and individualized audit support for each jurisdiction. Additional guidance is given to MS4s as unique situations arise to find resources that ensure they are staying compliant with federal and state stormwater regulations. NWA jurisdictions audited in 2020 were Fayetteville, Sprindgale, and Bentonville.