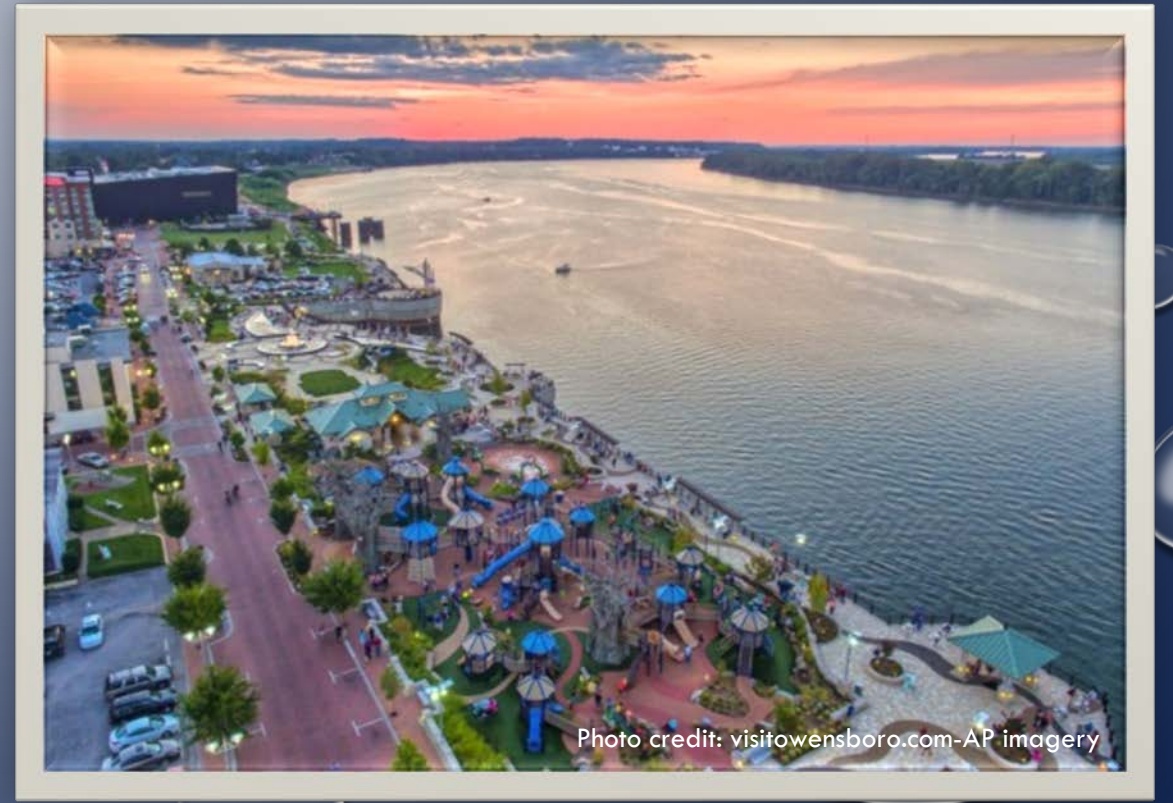


Designing and Building for Effective Education Outreach: A Tale of Two Cities



Blake Durrett, PE, LSIT, Engineer, City of Campbellsville
Kara Back, BS, Extension Agent, University of Kentucky
Suzette Walling, MS, Extension Associate, University of Kentucky
Brad Lee, Ph.D., CPSS, Associate Professor, University of Kentucky



**Campbellsville
Stormwater**

Logo

Development
&
Design

Blake Durrett & Kara Back

2018 4TH OF JULY RAIN BARREL CONTEST



City of Campbellville, Ky

Photos from City of Campbellville, Ky's post
in Mobile Uploads · Jul 3, 2018 · 🌐



City of Campbellville, Ky

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BRANDING

- MS4 SUFFERING FROM NEGATIVE PUBLIC PERCEPTION
- LOCAL CONTRACTORS, DEVELOPERS, ETC. NOT RECOGNIZING PRESENCE
- PREVIOUS ATTEMPTS AT PUBLIC EDUCATION YIELD LITTLE RETURNS

PARTNERSHIP

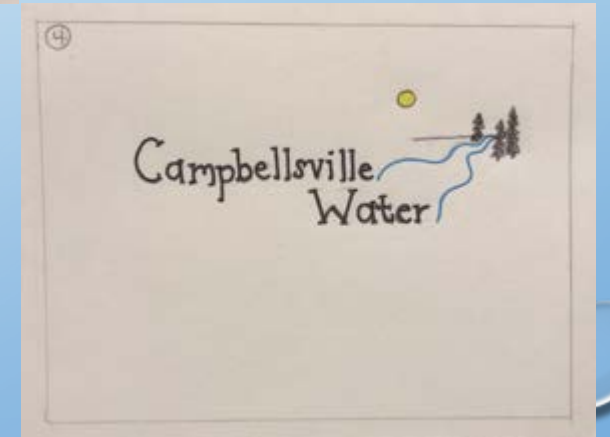


University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

PARTNERSHIP



DESIGN PROCESS



SOCIAL MEDIA

 **City of Campbellville, Ky**
February 6 at 4:39 PM · 🌐

● We need your help! Which of the following logos would you like to see represent our Stormwater Department? Results will be tallied on February 11th!
*NOTE: These are preliminary sketches. The winner will be cleaned up by digital production. #cvillestormwater @taylorcountycooperativeextensionservice



POSITIVE OUTCOMES

- BRANDING
- PUBLIC OUTREACH
- EDUCATION
- CONSTRUCTIVE CRITICISM



NEGATIVE OUTCOMES

- NEGATIVE DESTRUCTIVE CRITICISM



UNEXPECTED OUTCOMES

- REACTION ON SOCIAL MEDIA
 - LOTS OF OPINIONS
- SEVERAL DESIGNS
 - LOTS OF PUBLIC INVOLVEMENT



THE FINAL DESIGN



INSIDE THE LOGO

- THE OBVIOUS

- WATER DROPLET
- COLOR BLUE

- THE NOT SO OBVIOUS

- SINGLE DROPLET
- RIPPLE EFFECT

WHAT WE LEARNED

- BE PREPARED WHEN HAVING VOTING ON SOCIAL MEDIA TO GET A LOT OF FEEDBACK.
- SOME WILL BE POSITIVE AND SOME WILL BE NEGATIVE.
- UTILIZE CONSTRUCTIVE CRITICISM.

CONCLUSION



- PLANS FOR THE LOGO INCLUDE:
 - HEADERS
 - BUSINESS CARDS
 - DECALS
 - DRAIN MARKERS
 - RAIN BARREL STENCILS
 - COMPELLING PUBLIC TO HELP AND DO THEIR PART



Welcome to Owensboro, KY

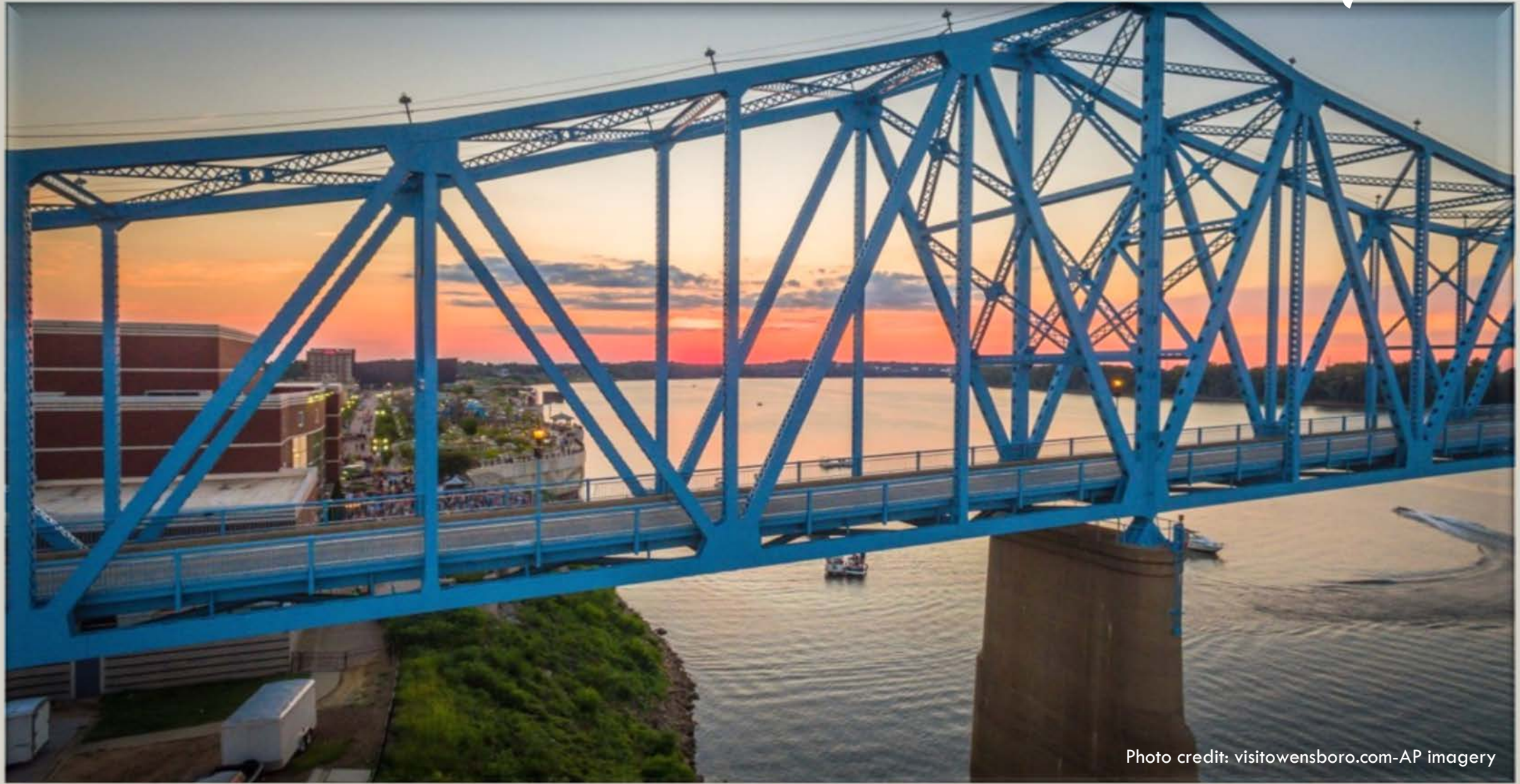


Photo credit: visitowensboro.com-AP imagery

Building a Residential Rain Barrel Program

Daviess Co. Cooperative Extension
MS4 consultant RWRA
Annual workshop in 6th year

Program Elements



Advertised through newspaper, flyers, social media
Required registration and fee of \$20
Workshop capped at 50 participants (25 per session)



Partnership

Public Education and Participation

Program Elements

Facility provided by RWRA

Cost share - RWRA invests \$20 materials and supplies

Presentation (CES and RWRA) and rain barrel build

Pre-/post-survey at the conclusion of each workshop



Partnership

Public Education and Participation

Program Outcomes

Between 2014-2018:

10 workshops

42-50 attendees per year

194 pre/post surveys

Fall 2018:

Follow-up survey to 180 past participants

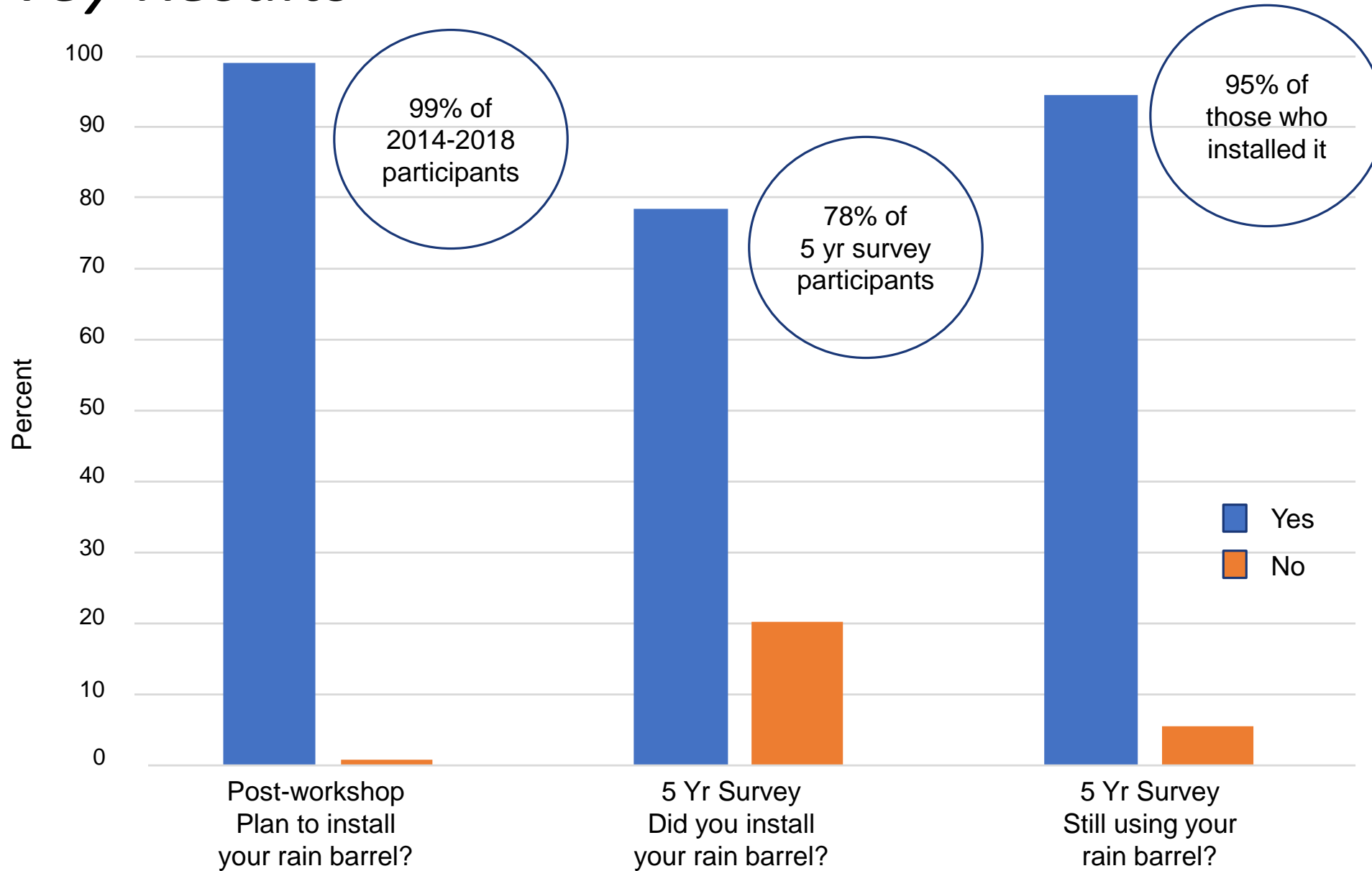
93 surveys returned (52%)

Incentivized with rain barrel raffle



Public Education and Participation

Survey Results



Intentions →

Behavior Change →



Program Success – 5C's



Collaboration

working partnership/mutual benefit

Commitment

invested partners

Consistency

annual event, held at same location

Cost share

invested participants





Celebrate!

★ *"...I also appreciated learning so much about water processing in O'Boro."*

★ *"I would attend another rain barrel session"*

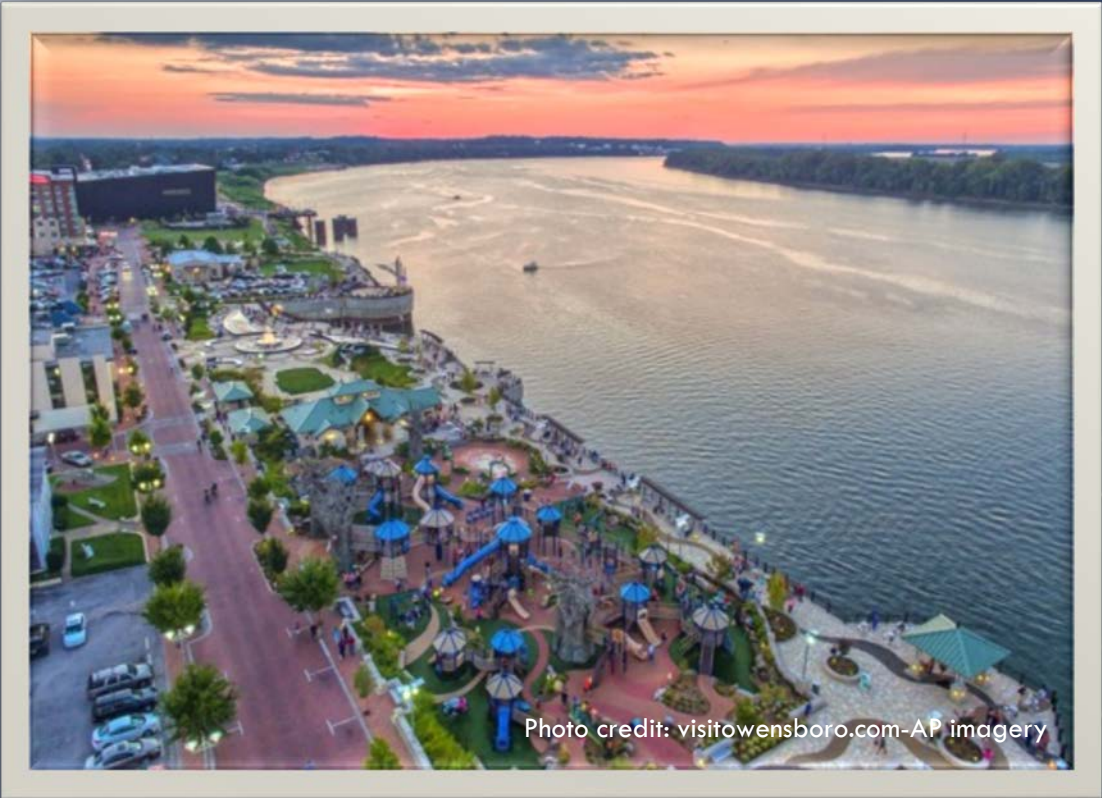
★ *"Love the Rain Barrel. I have always used one, so I decided to do the workshop for (another group)."*

★ *"It brings me much joy every time I see it and use it."*

★ *"I absolutely LOVE my rain barrel & recommended it to a friend who also attended a workshop. It was a life saver during our boil water advisory!"*



QUESTIONS?



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