



Applying knowledge to improve water quality

Pacific Northwest

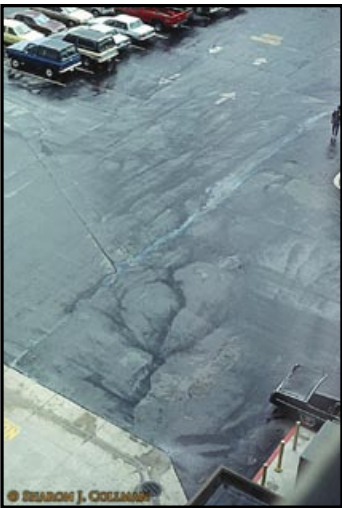
Regional Water Program

A Partnership of USDA CSREES
& Land Grant Colleges and Universities

Fall 2005
PNWWATER 073

2005 Satellite Broadcast:

Stormwater Management from a Watershed Perspective



Parking lot oil entering storm drain.

Over 4,000 people attended the “Stormwater Management from a Watershed Perspective” satellite conference at 180+ facilitated sites in October 2005. In addition, several hundred more people attended the broadcast on their personal computers using the video stream feed. This was the fourth in a series of annual watershed management-themed broadcasts developed by the Pacific Northwest Water Quality Regional Team. This broadcast, which highlighted stormwater management, was produced by the Information Department at Washington State University (WSU). Specially-produced video segments highlighted innovative stormwater management strategies in North Carolina, Ohio, and Oregon.

The annual satellite conference from the Pacific Northwest Water Quality Program is a stakeholder driven program. Each year, participants are asked to fill out evaluation forms rating the quality of information presented and suggesting topics for future broadcasts. The 2004 broadcast on improving community involvement in watershed issues audience overwhelmingly suggested that stormwater Best Management Practices (BMPs) should be the next topic as it is an increasingly important topic for towns and cities facing more stringent regulations on non-point source pollution. Consequently, the stormwater issue became the topic of the 2005 broadcast.

The Environmental Protection Agency (EPA) considers stormwater runoff the most significant threat to good surface water quality across the USA. Stormwater starts as clean rainwater; however, as the water moves across fields, paved surfaces, and urban lots it picks up significant amounts of sediments and pollutants which eventually degrade surface water quality. A good stormwater program reduces the impacts of both sediments and pollutants in both urban and developing areas. The WSU production crew took their cameras to three unique watersheds where innovative stormwater management strategies are at work improving surface water quality. The satellite program attendees saw how restored wetlands and streams both filter and contain stormwater runoff in western North Carolina. The second video segment highlighted how innovative zoning codes can improve stormwater concerns despite unregulated growth in suburban Cleveland, Ohio. The third video segment highlighted innovative stormwater management in Portland, Oregon. Broadcast attendees were also introduced to eco-roofs. These structures retain and slow the flow of stormwater to the Willamette River in Portland, Oregon. Several of the Portland on-site infrastructure installations appear as public art rather than as traditionally engineered management structures.

The results of evaluations filled out by conference attendees are not yet completely tallied; however, the following observations can be made:

- ◆ The majority of respondents rated the quality of the broadcast as very good or excellent.



Pacific Northwest Regional Water Quality Coordination Project Partners

Land Grant Universities

Alaska

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University Publications:

<http://www.alaska.edu/uaf/ces/publications/>

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University Publications:
<http://info.ag.uidaho.edu/Catalog/catalog.html>

Oregon

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Water Resource Research Institutes

Water and Environmental Research
Center (Alaska)
<http://www.uaf.edu/water/>

Idaho Water Resources
Research Institute
<http://www.boise.uidaho.edu/>

Institute for Water and
Watersheds (Oregon)
<http://water.oregonstate.edu/>

State of Washington
Water Research Center
<http://www.swwrc.wsu.edu/>

Environmental Protection Agency

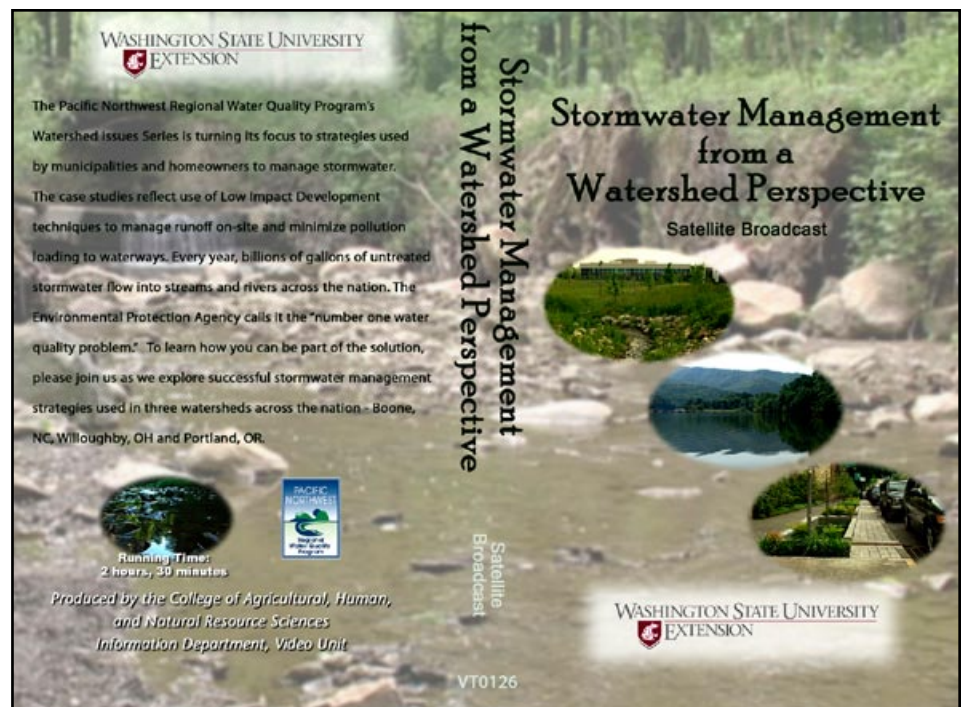
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- ◆ The vast majority of attendees found the three case studies informative and interesting.
- ◆ Most people liked the broadcast format especially the case studies and the live panel of experts.
- ◆ People enjoyed learning about examples of innovative stormwater management techniques.
- ◆ Most people indicated that an additional satellite broadcast of stormwater management was needed.

Success of the broadcast can also be measured by the post-broadcast popularity of the program. By 7:00 pm on broadcast day, 137 e-mailed responses to the program asked that DVD or VCR copies of the program be made available for local decision makers. During the week following the broadcast, labels and covers for DVDs and VCRs were designed so the program could be quickly available through the Bulletins department in WSU's College of Agriculture, Human, and Natural Resource Sciences. The program may be viewed by archived video stream at <http://eces.wsu.edu/video/StormwaterMgmt.html>. The program is available for purchase in either DVD or VCR format at bulletin@wsu.edu.



National Water Quality Program Areas

The four land grant universities in the Pacific Northwest have aligned our water resource extension and research efforts with eight themes of the USDA's Cooperative State Research, Education, and Extension System.

1. Animal Waste Management
2. Drinking Water and Human Health
3. Environmental Restoration
4. Nutrient and Pesticide Management
5. Pollution Assessment and Prevention
6. Watershed Management
7. Water Conservation and Management
8. Water Policy and Economics

CSREES is the Cooperative States Research, Education, and Extension Service, a sub-agency of the United States Department of Agriculture, and is the federal partner in this water quality program.