

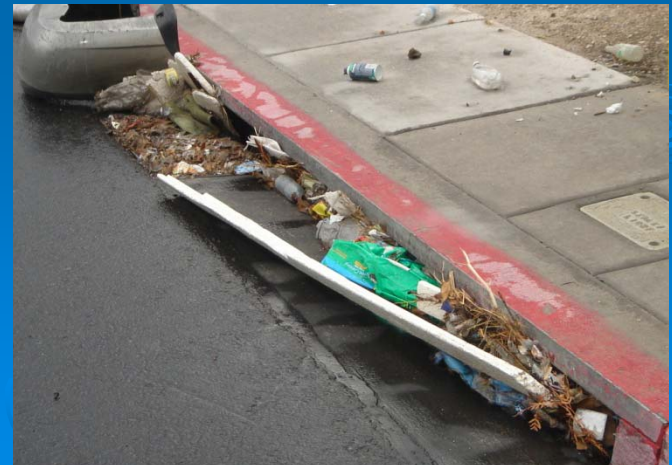


# Las Vegas Valley Storm Drain Marking Program

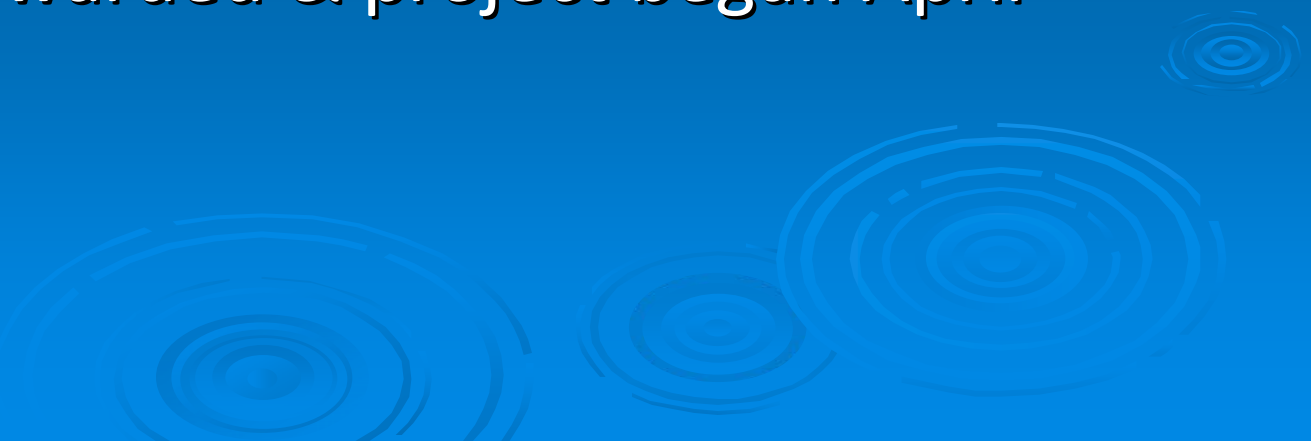
Conservation District of Southern Nevada – Jennifer Szwejbka

# Purpose of Program

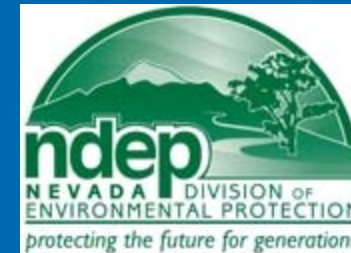
- Raise awareness about the impact of contaminated rainwater & urban runoff
- Educate the public on;
  - Causes of stormwater pollution
  - Ways to prevent it



# Chronology of Events

- CDSN met with the Stormwater Quality Management Committee Oct 2006
  - CDSN submitted grant to Nevada Division of Environmental Protection Nov 2006
  - Grant was awarded & project began April 2007
- 

# Project Partners



# 1998 - 1999 Campaign





# Storm Drain Marking Program

## ➤ Storm Drain Marking

- Install 8,000 plaques
- GPS installed plaques
- Install 80 metal signs



## ➤ Education Campaign

- Print materials & outreach events
- Elementary poster contest
- Kick-Off event & media

# Storm Drain Plaques



# Plaque Installations

- 8,000 plaques
  - City of Henderson – 2,600
  - City of Las Vegas – 2,600
  - Clark County – 2,800



- GPS plaques as they are installed
  - Create valley-wide map of storm drains



# Metal Signs

## ➤ 80 Metal Signs

- COH – 37
- CLV – 34
- CC – 9

## ➤ Posted along wash areas





# PREVENT STORMWATER POLLUTION



# Print Materials

- 10,000 Workbooks – *Down the Drain Stormwater and You*
- 10,000 Brochures
- 5,000 Bookmarks
- 5,000 Magnets
- 500 Bags-on-Board doggy-waste bag dispenser
- 1 Banner





# Outreach Events

- 10 outreach events attended Spring 2008



Shark Reef Aquarium  
– World Ocean's Day



Galleria Mall –  
HallowGreen Event

# Outreach Events Continued



City of Henderson –  
Bark in the Park





# Stormwater Pollution Poster Contest

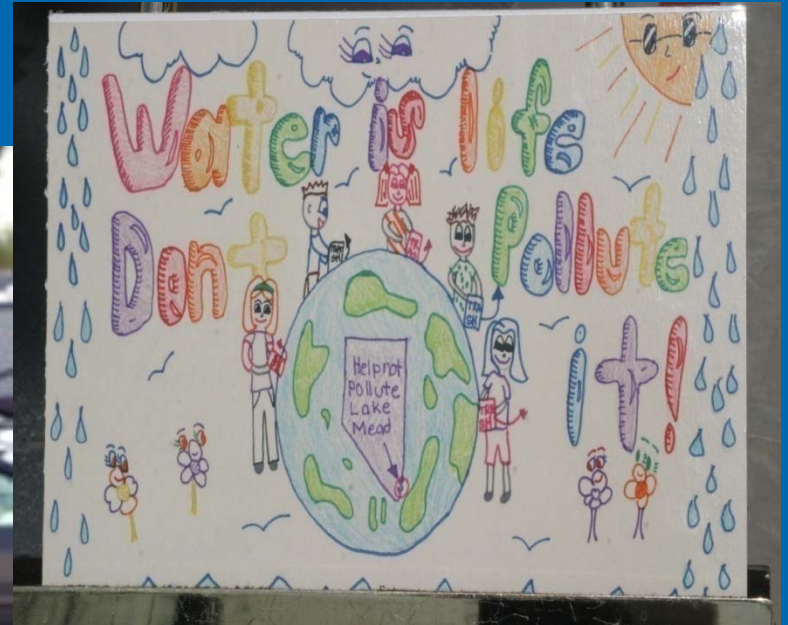
- January – March 2008
- 4<sup>th</sup> and 5<sup>th</sup> grade students
- 5,000 workbooks mailed to 206 elementary schools through CCSD Partnership Office
- Advertised in Hotline, teacher newsletter

# Poster Contest Winners

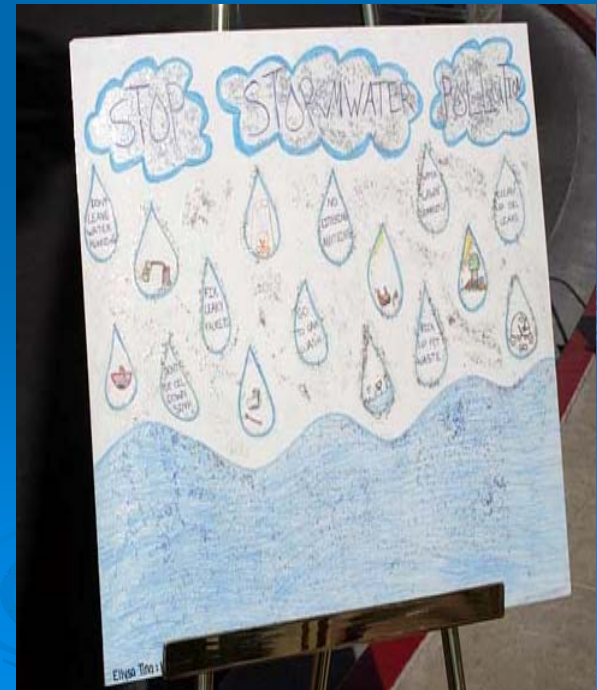
- 1<sup>st</sup> Place – Bradley Nelson, Hal Smith ES
  - Field trip Forever Earth Houseboat
- 2<sup>nd</sup> Place – Phoebe Saul, Richard C Priest ES
  - Poster design was made into bookmark
- 3<sup>rd</sup> Place – Karina Raymundo, Sherkenbach ES
  - Shark Reef educators visited classroom
- Honorable Mention – Ellysa Pina, Hal Smith ES
  - Goodie bag



**Bradley Nelson 1<sup>st</sup> Place Winner**



**Runners up**





# April Proclaimed Stormwater Quality Awareness Month



City of Las Vegas –  
April 2, 2008

# April Proclaimed Stormwater Quality Awareness Month



City of Henderson –  
April 15, 2008



# Storm Drain Marking Kick-Off

## April 4, 2008



Mandalay Bay - Outside  
Shark Reef Aquarium

# Guest Speakers at Kick-Off Event



Nate Tannenbaum – Master of Ceremonies





Keiba Crear – Las Vegas Wash  
Coordination Committee



Councilman Larry Brown –  
City of Las Vegas

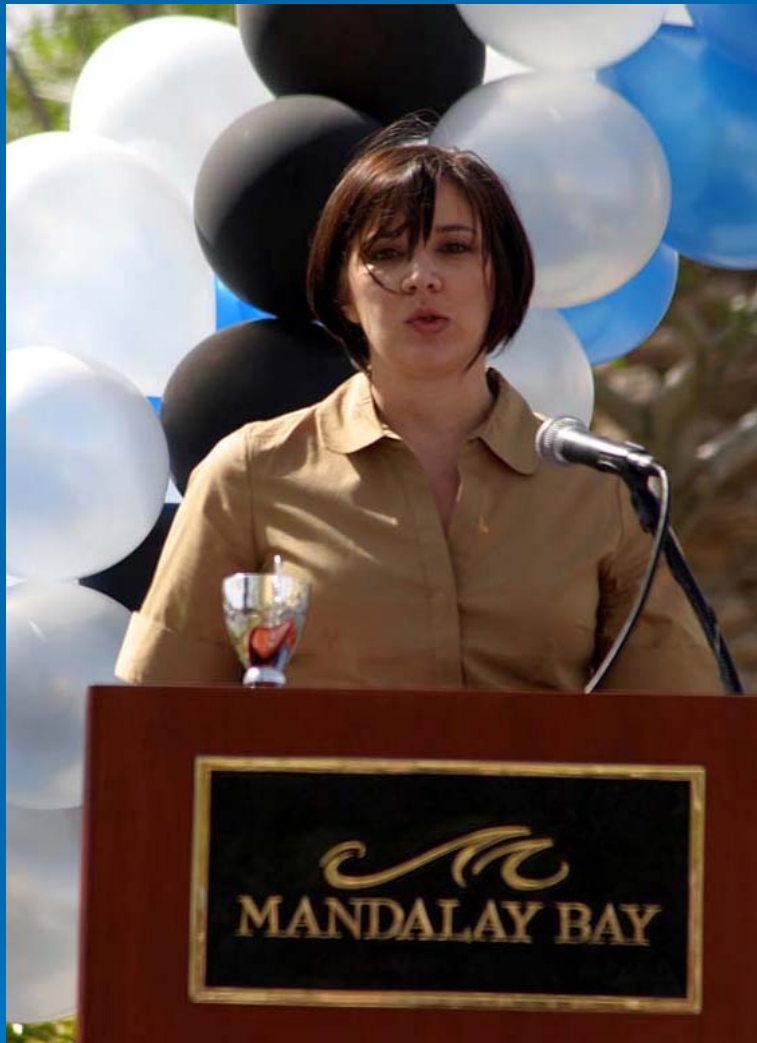


Councilwoman  
Gerri Schroder – City of  
Henderson

Kevin Eubanks –  
Regional Flood  
Control District







Jodi Bechtel –  
Conservation District of  
Southern Nevada



Poster contest winner Bradley  
Nelson from Hal Smith ES.





Lewis Wallenmeyer –  
CC Dept. Air Quality &  
Environmental Management



Birgit Widegren – Nevada Division of  
Environmental Protection

Adrienne Rowland –  
Shark Reef Aquarium



















# News Coverage

- Channels 5, 8, & 13 covered kick-off event
- Over 8 minutes of news coverage
- Media Value of approximately \$14,500

# Forever Earth Field Trip

## May 22, 2008



1<sup>st</sup> Place poster contest prize.



# Activities about the water cycle





# Follow the water down the Colorado River







Hal Smith Elementary 4<sup>th</sup> Grade class

# Questions?

Jennifer Szwejbka

Conservation District of Southern Nevada

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