

Stormwater Messaging Toolkit

Below is the Stormwater Messaging Toolkit. This toolkit includes products to help staff from agencies and organizations communicate about stormwater to the public and to decision-makers. *Open links to download corresponding materials.*

Messaging Recommendations, PowerPoints and Factsheet Examples

All materials are free to use and may be modified to fit your needs

- [Framing and Messaging Recommendations](#). This is a good document to read first.
- **PowerPoint Presentation** about the Stormwater Messaging Project: for staff to use internally with their management and decision-makers [Powerpoint](#) [pdf](#)
- **Stormwater PowerPoint slides**: basic stormwater messaging to be inserted into presentations [Powerpoint](#) [pdf](#)
- **Factsheet examples**:
 - [Rainwater and You Example Factsheet](#): image and text concept
 - [Sponge it up! Example Factsheet](#): image and text concept

Compiled images and metaphors

All materials are free to use and may be modified to fit your needs. These are compiled documents of the images for ease of viewing. Individual images are below (i.e., each image can be separately downloaded)

Images of stormwater concepts and pathways that we commissioned from an artist:

- [Gallery of stormwater images I](#): basics images
- [Gallery of stormwater images II](#): process images
- [Gallery of stormwater images III](#): Best Management Practices (BMP) images
- [Gallery of stormwater images IV](#): Threats

Metaphors (images and text) for explaining stormwater concepts quickly and easily:

- [Metaphors – English Language](#)
- [Metaphors – Spanish Language](#)

Photos in a Flickr album (all free and clear for your use):

<https://www.flickr.com/photos/132714403@N02/albums>

Project background and research reports

- [Framing and Messaging Recommendations](#). This is a good document to read first.
- [Project Summary Report](#): quick overview of how project was conducted
- [Situational Analysis Document](#), summarizing previous research and informal surveys
- [Focus Group Results Round 1 – Spanish Language](#)
- [Focus Group Results Round 1 – General Audience](#)
- [Focus Group Results Round 2 – Spanish Language](#)
- [Focus Group Results Round 2 – General Audience](#)
- [Evaluation Testing Report](#)

Images

All materials are free to use and may be modified to fit your needs. If an artist is listed in the name of the pdf file, please credit that artist

“Basics” images

Curb drain	Line drawing	4-color image
Drain to creek	Line drawing	4-color image
House gutter	Line drawing	4-color image
Roadside ditch	Line drawing	4-color image

Process images

Curb drain with worm’s eye	Line drawing	4-color image
Stormwater downspout to stormdrain	Line drawing	4-color image
Stormwater water cycle	Line drawing	4-color image
Creek water quality monitoring	Line drawing	4-color image
Watershed	Line drawing	4-color image

Best Management Practices (BMP) images

Bioswales	Line drawing	4-color image
Cistern	Line drawing	4-color image
Leaves in storm drain	Line drawing	4-color image
Detention Pond	Line drawing	4-color image
Retention pond	Line drawing	4-color image
Disconnected downspouts	Line drawing	4-color image
Flooded yard (“before”)	Line drawing	4-color image
French drain (after)	Line drawing	4-color image
Pavers	Line drawing	4-color image
Porous pavement I (in place)	Line drawing	4-color image
Porous pavement II (hand)	Line drawing	4-color image
Rain barrel	Line drawing	4-color image
Rain garden I (w cross section)	Line drawing	4-color image
Rain garden II (w cross section) (rocky)	Line drawing	4-color image
Rain garden III	Line drawing	4-color image

Threats images

Trash in storm drain	Line drawing	4-color image
Oil in parking lot going to drain	Line drawing	4-color image
Paving over (add arrows/ text as desired)	Line drawing	4-color image

Metaphor images. *Associated text is in compiled documents above*

Sponge It Up I	Line drawing	4-color image
Sponge It Up II		4-color image

Take care of the environment like
you care for your home I

[Line drawing](#) [4-color image](#)

Take care of the environment like
you care for your home II

[4-color image](#)

Filtering keeps you healthy I

[Line drawing](#) [4-color image](#)

Filtering keeps you healthy II

[Line drawing](#) [4-color image](#)

Filtering keeps you healthy III

[4-color image](#)

Photos

We have a gallery of photos for your use in a Flickr album (all free and clear for your use):

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Additional resources that are helpful for stormwater messaging

See also: [Stormwater LID/GSI Terms & Messaging Research](#) webpage

- [Global Stormwater Low Impact Development \(LID\) Terminology Research Memo](#)
- [How to Talk about Polluted Stormwater](#) (Sightline Institute)
- [Principles for effective communication and public engagement on climate change](#) (Climate Outreach)
- [Visualizing Sustainable Cities](#) (Resource Media)
- [Upping the Visual Game for Green Infrastructure](#) (Resource Media/WEC)
- [Best of Green Infrastructure](#) open-source photo collection (Resource Media/WEC)

Note. Please contact Betsy Adams or Heather Trim with questions or to report an error. Last updated January 16, 2019.