

SRF Feedback

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A solid orange horizontal bar at the bottom of the slide.

Stormwater Video Feedback

Lot's of positive feedback:

- Well done! I felt as if the video covered some important points in a simple and fun manner that will be well received by the public. The video also clearly states the concern and what the viewer can do to make a difference. I wouldn't change a thing.
- Good connection of everyday choices and how they impact our lakes, rivers, aquifers = broadens understanding
- I like that you hit the highlights of contamination to the storm drain.
- A bit cheesy but gets the point across
- I like the phone call, people can relate to that

Stormwater Video Feedback

Positive feedback:

- Strong collaborative, 'trans-boundary' message
- Thank you for providing us with your creativity
- Interesting angle
- Great call to action video
- I like "please don't feed the storm drain"
- Voice is GREAT!
- It was well done, nice work. Message was clear, short, and to the point
- Video was clever
- Loved that it was educational but short and with a funny twist to keep people's interest

Stormwater Video Feedback

Potential Changes:

- Additional scene: in the background is a sprinkler watering ½ lawn and ½ street and the stormwater drain makes a sputtering comment about wasting water
- The two voices come close to talking over each other - a bit more space between voices would help.
- Could let Johnson look a bit puzzled as he processes what he is hearing
- Stormdrain on the phone is one word but should be two
- Add “I thought twice as much fertilizer meant twice as green lawn”
- Too long for a TV ad or for a PSA
- Add something on litter/garbage/discarded drinks going down the storm drain
- Might show where the storm drain discharges to a stream/lake; or groundwater that does to drinking water wells

Stormwater Video Feedback

Potential Changes:

- Show an algal bloom from fertilizer or excess nutrients in pet waste
- Show a storm pipe discharging to a stream
- Could add a diagram after the “you eat that stuff” show pipes going from drain and out to water bodies
- Oil sheen on the road and/or on a water body
 - Replace with some of the footage of the drain and Johnson
- Could include landscaping options that would eliminate the need/use of fertilizers
- Keeping leaves out of the storm drain is another concern (not sure if this is applicable to this message)
- Emphasize that the water does not go through a treatment process before going back into the environment (river/aquifer)
- Show the actual Spokane River

Stormwater Video Feedback

Potential Changes:

- Show phrase or graphic on the screen that is catchy and easy to remember (i.e. “don’t feed the storm drain”) (x3)
 - Reiterate “don’t feed the storm drain” a few times, it will personify the drain a bit more
- Quick animation of path stormwater takes from drain thru pipes to river instead of pictures of aquifer
- Make point even stronger that our drinking water comes from our stormwater and everything you do to protect it benefits you
- See some visuals of the contaminants entering the storm drain (poop, fertilizer, paint, oil, etc.) flowing down the street into the drain
- Using a drain that has an “open mouth” (opens that have gaps between the sidewalk and the street) might add to character of the storm drain
- Get rid of the last line “thanks Mr. storm drain”, a bit lame

Stormwater Video Feedback

Potential Changes:

- Add some music in the background
- Shorten video for social media...it's too long
- Stress that stormwater doesn't go to wastewater treatment plant → it's implied but not stated - most people have no idea
- Be more clear about how not only outdoor water use but the precipitation goes into the storm drain. Some leads straight to river.
- Put some trash, grass clippings next to storm drain
- When there is video of storm drain don't include sound.
 - The wind can be too harsh (scene with pictures on the side)
- Make sure the sound of the voices are the same volume. There were a couple of harsh peaks
- The lighting changes throughout the video (possible filter)?

Stormwater Video Feedback

Potential Changes:

- Once the man gets the phone call he should be more excited - maybe jump up and look around, something
- Call it Mr. Storm drain or Drainman
- Can't' show apple logo on phone
- Connect the "eat that" sooner in the video
- Make the expletive more realistic "oh my" / greater display of disgust

Stormwater Video Feedback

Potential Changes:

- Speed up audio to 1.2 or 1.5
- Add images of where the water goes and it's in the drain. What is the structure of the storm drain? Does it see to holding tank?
- Take dog waste part out to save time
- Perhaps interaction with the drain, a conversation without the phone

Stormwater Video Feedback

Additional Comments:

- Let Spokane city use it
- Suggest to recruit and collaborate with a TV/video production company
- Recruit an ad agency to partner with WSU & production firm to make sure PSA is distributed and used
- Track PSA use, total annual use and estimate total impression (evaluation)
- A little slow for a P.S.A but would love to see something similar educating the community
- Who is the audience? A bit silly for adults

Storyboard Feedback

Positive Comments:

- Good storyboard
- Great imagery of aquifer!
 - Could be made into a coloring book for kids
- Looks great -- couldn't be any better - well done
- So creative, tells the story well
- It looks pretty simple & easy - it doesn't have to be complicated to be great & useful
- Keep hand sketch theme!
- FANTASTIC drawings!
- Well done, excellent work

Storyboard Feedback

Potential Changes:

- Rocks on aquifer are not rectangular, the rocks are rounded so there is more space for water (round rocks, not square bricks)
- Don't have Drippy fall into Pend Oreille River, use Coeur D'Alene Lake or river
- Include text or voice over would be beneficial
- When the drop goes into the aquifer, it looks like a bad place, may want to think about how it looks
- It looks like the river bed is drying up
- Perhaps yellow submarine may not touch kids K-12
- Some type of narrative might be helpful to ensure the viewer understands the detail so carefully articulated in each drawing.

Storyboard Feedback

Potential Changes:

- Add hydrologic cycle before or after
- I could also see this being translated into different languages, too
- Have drippy pick up pollution somewhere, and follow to tap
 - Watch King County Groundwater Video
- Maybe 1st frame is drippy, ready to jump off the cloud; this might indicate an “action” sequence ahead
- Message throughout may need some explanation as it transitions through phases
- Could you do a drainman superhero who is gradually disabled by waste and pollution?

Next Steps for future water management

How can we be leaders in water resources planning and management?

How can we (WSU) facilitate discussions using the suite of tools/models (including OASIS) about long-term regional water management?