



NAFSMA 2020 Excellence in Communications and Green Infrastructure Awards Announced

The National Association of Flood and Stormwater Management Agencies (NAFSMA) on December 14, 2020, announced the winners of its Excellence in Communications Awards and Stormwater Management Green Infrastructure Awards Program. The 2020 Excellence in Communications contest recognized the best outreach efforts in two Communication categories, Public Awareness of Flooding and Improving Water Quality.

NAFSMA is an organization of public agencies whose function is the protection of lives, property and economic activity from the adverse impacts of storm and flood waters. The mission of the association is to advocate public policy, encourage technologies and conduct education programs which facilitate and enhance the achievement of the public service function of its members.

The Excellence in Communications awards program was designed to not only highlight award winning communication and outreach programs, but to also provide examples of successful initiatives addressing flood awareness and water quality throughout the nation that can serve as examples to other water resource agencies and local and regional governments.

“The contest brought in entries from across the country that included comprehensive communications campaigns as well as individual works, like brochures, posters, public service announcements and government television programs,” said Susan Gilson, NAFSMA executive director. “The caliber of work with Green Infrastructure and communication outreach were outstanding and provide great examples of programs that other agencies can modify for their own unique environments

A video showcasing all the contest entries released on December 14, 2020, is available on the NAFSMA website a www.nafsma.org. NAFSMA thanks the participants in this year’s awards program, as well as the judges who reviewed this year’s entries and Awards Program Managers Sofia Chatos and Dusty Williams. Awards for the 2020 awards program were produced by artist and photographer Sean Ruttkay of EDA Surf in Wilmington, NC (Wrightsville Beach). Artwork for NAFSMA’s awards program is produced on aluminum so that it can be showcased by winner’s outside if desired.

NAFSMA’s 2020 Excellence in Communications Award Winners are:

PUBLIC AWARENESS OF FLOODING – CAMPAIGN

First Place – Public Awareness of Flooding – Campaign, Small Service Population
Southern Sandoval County Arroyo Flood Control Authority

Know Your Arroyos

Rio Rancho, NM

Video Link: <https://vimeo.com/418634651>

First Place – Public Awareness of Flooding – Campaign, Large Service Population
Clark County Regional Flood Control District

Water Always Wins Virtual Reality Experience

Las Vegas, NV

Video Link: https://youtu.be/f_pFe3Jglvw

Second Place – Public Awareness of Flooding – Campaign, Large Service Population
The Flood Control District of Maricopa County

FCD 365

Phoenix, AZ

Video Link: <https://youtu.be/PdzMs3yStEU>

PUBLIC AWARENESS OF FLOODING – INDIVIDUAL ITEM

First Place – Water Quality – Individual Item – Large Service Population
City and County of Honolulu, Storm Water Quality Branch

Green Infrastructure – A Rain Barrel How To Video

Kapolei, HI

Video Link: <https://youtu.be/xziwnn609u8>

IMPROVING WATER QUALITY – CAMPAIGN

First Place – Improving Water Quality – Campaign
Charlotte Mecklenburg Storm Water Services

Poop Flagging Campaign

Charlotte, NC

Second Place – Flood Preparedness & Water Quality – Campaign
Miami Conservancy District

Water Stewardship - Videos

Dayton, Ohio

Video Links:

Our Regions Water – <https://youtu.be/SnEsE5KGePU>

Changing Weather Patterns – <https://youtu.be/xFkBZXS6yN8>

What is the Buried Valley Aquifer? – <https://youtu.be/wyelHxrmATg>

Be Water Wise – Protect our Rivers and Streams – <https://youtu.be/D9z9KNiE000>

Top Overall Project (highest average ranking of all Excellence in Communications submittals)

Public Awareness of Flooding – Campaign, Large Service Population

Charlotte-Mecklenburg Storm Water Services

Turn Around, Don't Drown Safety Campaign

Charlotte, NC

Video Links:

30-second Videos

Obstacle Course – <https://youtu.be/DCvJhbVB1nY>

Three Point Turn – <https://youtu.be/ld1g6OERwUM>

15-second Videos

Flooding – <https://youtu.be/Wu-fq7Qc8wM>

Flood Deaths – <https://youtu.be/oZsM1LYyA9s>

Flood Insurance – <https://youtu.be/suEpv4QdrC8>

Flood Warning – <https://youtu.be/lo9fC0f39DM>

Heavy Rains – <https://youtu.be/oyXRC8CjyEc>

Rushing Water – <https://youtu.be/YNHsKhgKZWI>

Digital Banner Ad

No Car is Safe in a Flood – <https://youtu.be/ERqoSGPRwI8>

GREEN INFRASTRUCTURE AWARD WINNERS

First Place

Charlotte-Mecklenburg Storm Water Services

Reedy Creek Stream Restoration and Green Infrastructure Project

Charlotte, NC

Video Link: https://youtu.be/MvLPJ7oKA_U

First Place

City of Austin Watershed Protection Department

Reilly Elementary School Green Stormwater Infrastructure Project

Austin, TX

First Place

Los Angeles County Public Works

Franklin D. Roosevelt Park Regional Stormwater Capture Project

Alhambra, CA



Look for information soon on NAFSMA's 2021 Awards Program where winners will be announced at the NAFSMA Annual Meeting, which will be held at the beautiful Omni Nashville Hotel on August 16-19, 2021.