



# Storm Drain Art with a Purpose



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# Project Background & Steering Committee Members

- The Port of New Orleans initiated *By-You Drainscapes* as part of its commitment to the EPA's Trash Free Waters Initiative
- As a result of the Port's Trash Free Waters Task Force and new Board Policy, representatives from agencies, non-profits, schools and private companies collaborated to in a steering committee to develop *By-You Drainscapes*
- Storm drain art programs exist around the country and educate through building awareness of water quality



Port of New Orleans

Sewerage & Water Board of New Orleans

Louisiana Department of Environmental Quality (LDEQ)

City of New Orleans  
Department of Public Works

Jefferson Parish Environmental Affairs

Lake Pontchartrain Basin Foundation

The Green Project

Arts Council New Orleans

Violia Water, Kenner

ERM, Environmental Consulting Firm

Orleans Parish School Board

Academy of the Sacred Heart

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## Project Mission

“The purpose of *By-You Drainscapes* is to engage and coordinate citizens, artists, students, governmental agencies, businesses and community organizations in the Greater New Orleans Region to enhance public awareness and water literacy through highly visible storm drain artwork in public places.”



# Project Goals

1. Educate the public by creating eye-catching murals people will discover and visit, building interest in stormwater infrastructure and pollution prevention,
2. Promote community stewardship, awareness and responsibility for impacts to water quality and infrastructure in the Greater New Orleans Region,
3. Provide a new layer of tourism that emphasizes direct connections of storm drains to water quality and the environment,
4. Educate students by connecting curriculum and involving schools in the art installation process on their properties, and
5. Develop awareness campaigns centered around murals to continue to build public awareness and educational opportunities beyond the art on the ground.





# James River Basin, Missouri



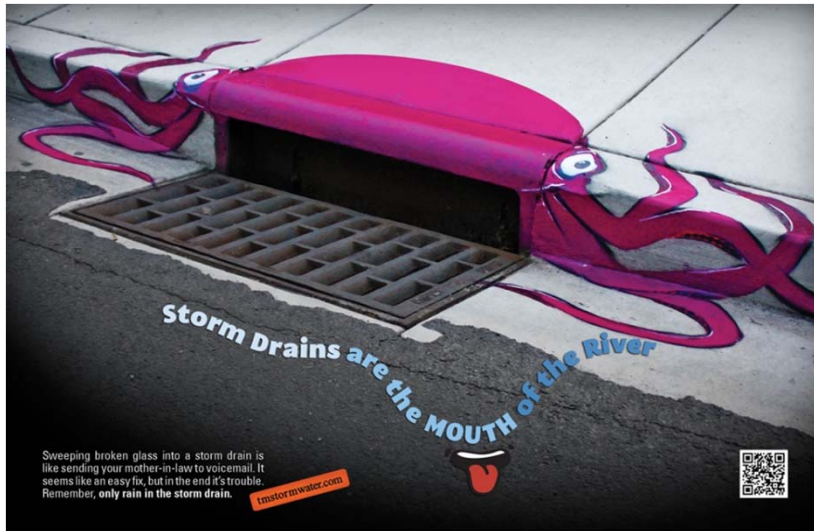


# Malibu, California



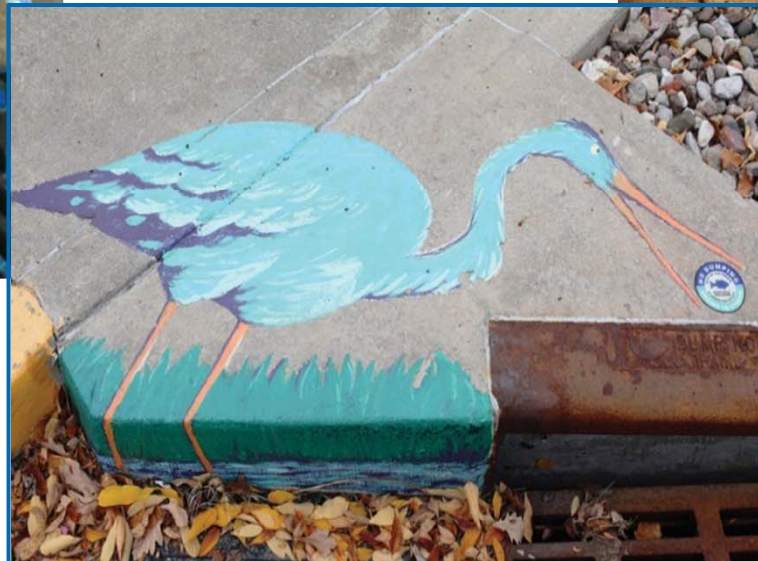
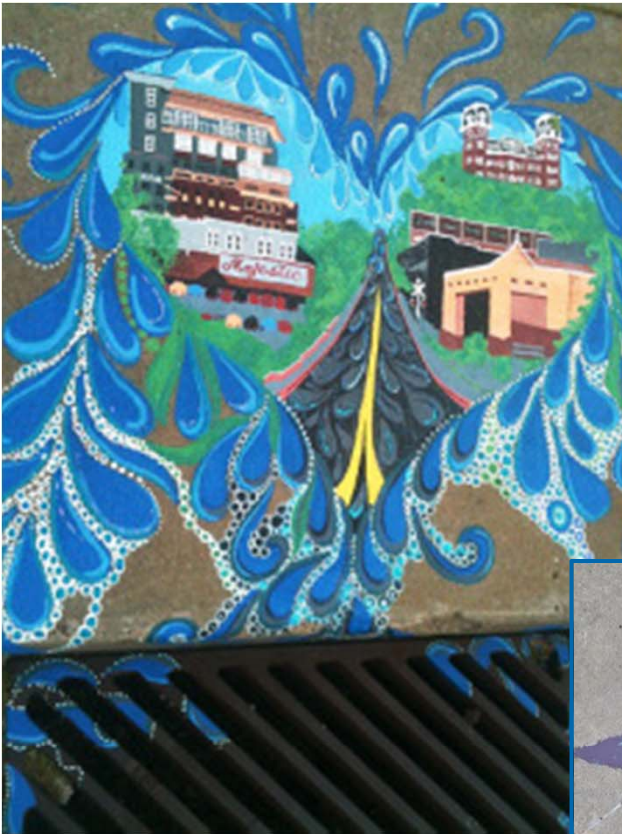


# Reno, Nevada





# Northwest Arkansas





# Continues Education & Awareness

## Artful Storm Drains Spread the Message about Water Pollution

By MaryBeth Matzek | Online Exclusives | November 19, 2015 | [Recommend](#) 0

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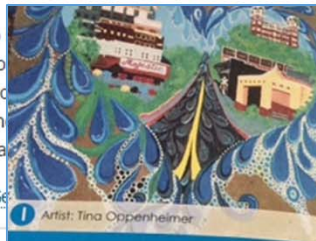
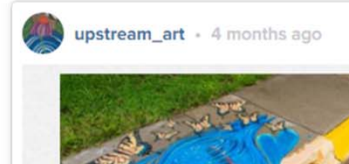
### Municipalities partner with area artists to raise awareness of stormwater runoff through the UpStream Art project

As associate director with the City of Fayetteville's Department of Sustainability & Resilience, part of Leif Olson's job is to pay attention to storm drains. He wants to keep pollutants out of the drains of this Arkansas community.

While Olson knows that whatever enters the drains flows to local streams and rivers, but most residents do not. That's why Fayetteville and four other communities in northwest Arkansas joined the UpStream Art project, an innovative and creative way to educate the public about storm drains and stormwater runoff.

"Most people assume the water going into plant, but that's not true. It goes right into dumped into them easily find their way into program associate for water quality with the Cooperative Extension Service and UpStream

Related: [Massachusetts Storm Sewer Ge](#)



**1** Artist: Tina Oppenheimer

**What Is Urban Stormwater Runoff?**  
Stormwater runoff occurs when precipitation from rain or snowmelt flows over the ground. Impervious surfaces like driveways, sidewalks, streets, and parking lots prevent stormwater from naturally soaking into the ground. Stormwater acts like a magnet, picking up everything in its path such as grease, oil, sediment, litter, anti-freeze, fertilizer, yard clippings, and pet waste. Stormwater runoff flows into our storm drain system carrying with it the pollutants it has gathered. Many residents have a misconception that storm drains are part of our sanitary sewer system. In fact, storm drains lead to a wastewater treatment plant. In fact, storm drains act as a direct link between our communities and local streams, rivers, lakes and wetlands. Polluted stormwater runoff can have many adverse

**10 things** to do to prevent stormwater runoff pollution

- 1 Use fertilizers sparingly and sweep driveways and sidewalks after application
- 2 Never dump anything down storm drains or in ditches
- 3 Vegetate bare spots in your yard and terrace slopes to minimize erosion
- 4 Compost yard waste and sweep grass clippings out of street gutters after mowing
- 5 Use integrated pest management practices for controlling pests around your home. If using chemicals, use least toxic pesticides and follow label instructions
- 6 Direct downspouts away from paved surfaces; consider using rain barrels or installing a rain garden to capture runoff
- 7 Take your car to the car wash where the wastewater is taken to a treatment plant instead of washing your car on a driveway or street
- 8 Check your car for leaking fluids and recycle your motor oil
- 9 Pick up after your pet
- 10 Don't litter! Pick up trash you see on the ground (even if it is not yours) and participate in a creek or watershed clean up!

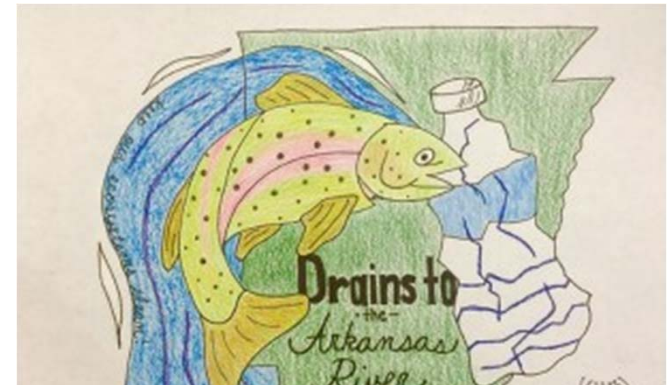
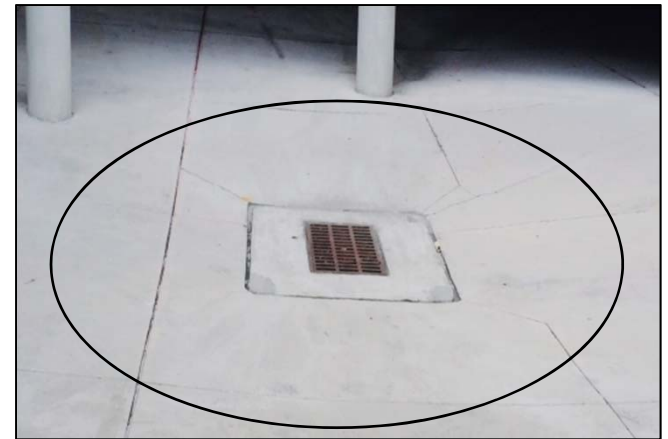
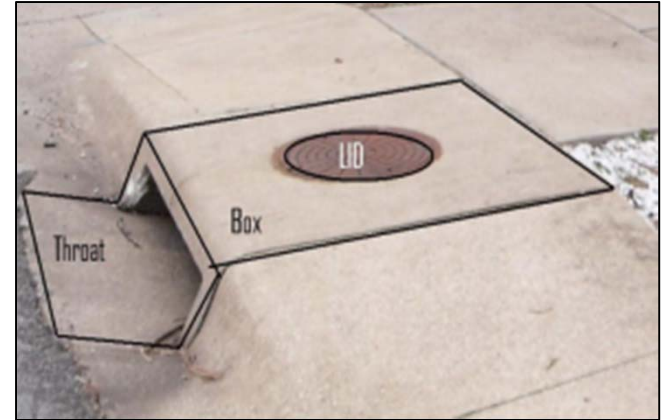


The image displays the 'Upstream Art 2015 Calendar' from the University of Arkansas Division of Agriculture Research &amp; Extension. The calendar features a grid of dates with corresponding artwork by local artists. To the right of the calendar is a photograph of a storm drain cover painted with a colorful, abstract design, similar to the ones shown in other images.



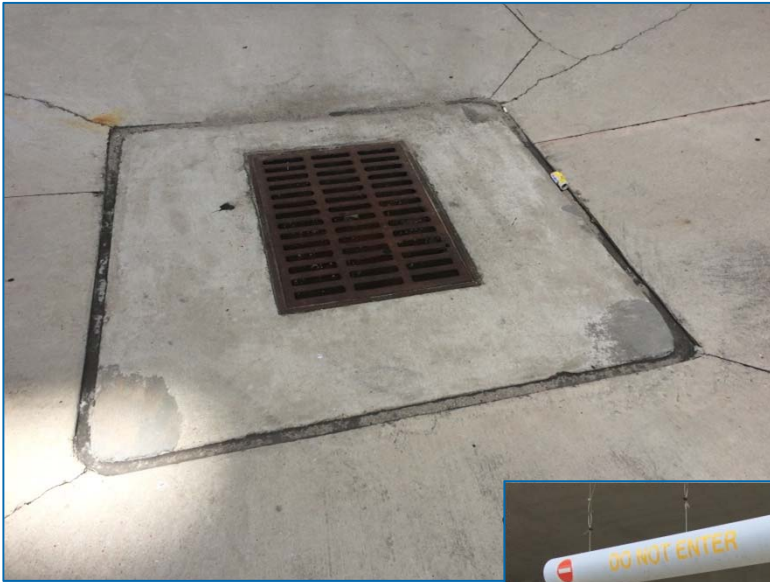
# Artist Selection Process

- Call-for-Artists will be released for selected sites – each site has specific parameters
- Application requests –
  - ✓ Value sketch or sample of proposed artwork
  - ✓ Description of proposed artwork including how the art communicates stormwater pollution prevention
  - ✓ Portfolio or samples of other work
  - ✓ Optional resume and artist bio
- Selection committee made up of host-agency and steering committee representatives select artists for specific sites
- Artists may receive a stipend for the work when funds are available
  - ✓ Stipend availability and amount will be known for Artist Application and Call-for-Artists release





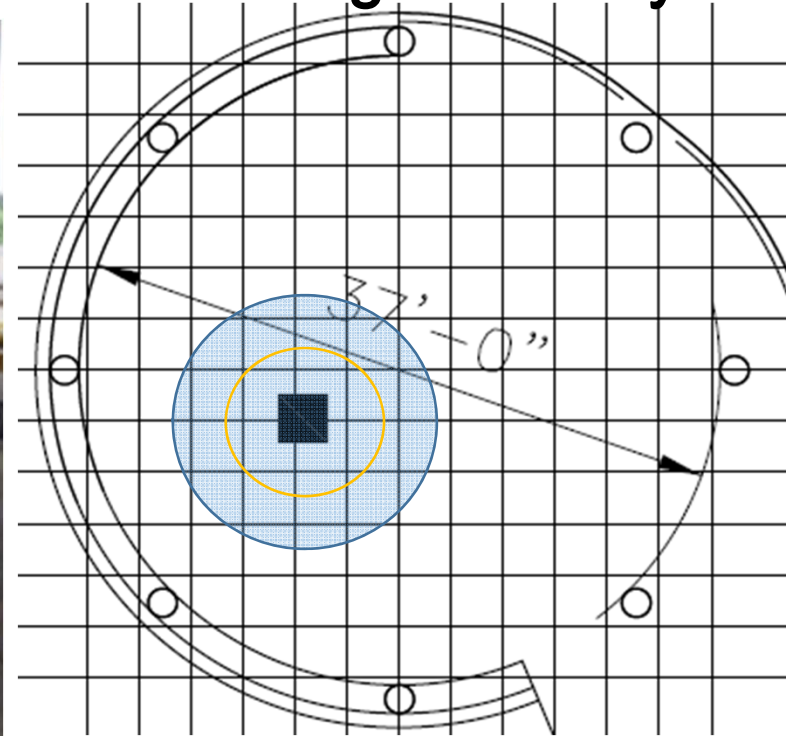
# Erato Street Cruise Terminal Parking Entrance



# Erato Cruise Drain and Parameters



## 3 foot grid overlay



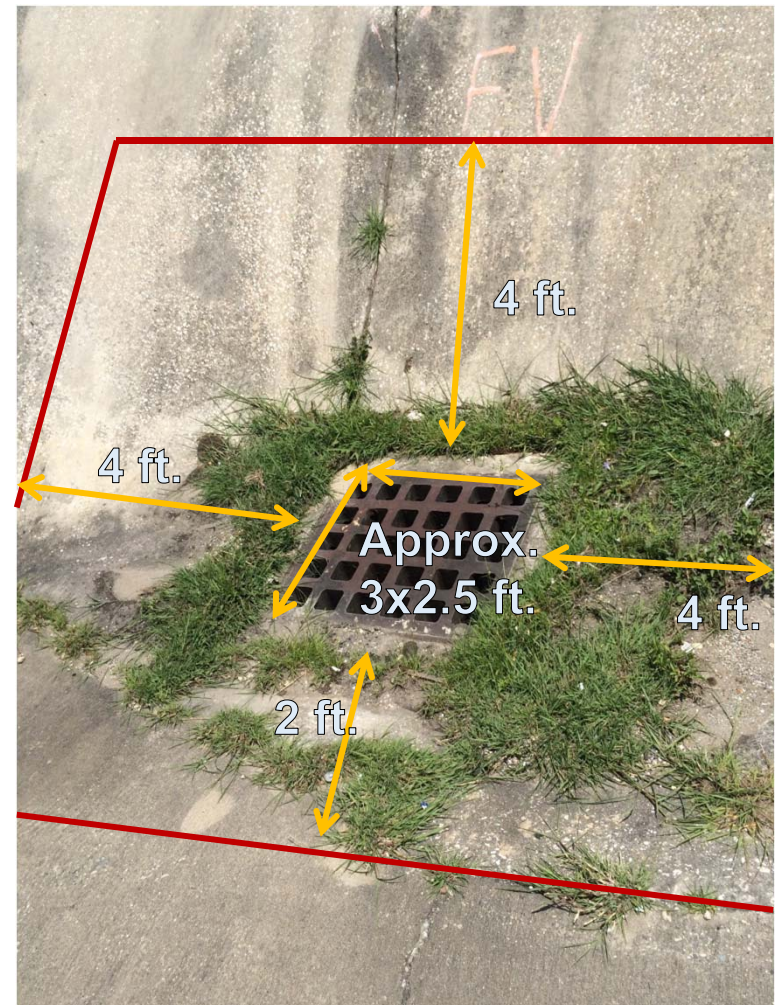
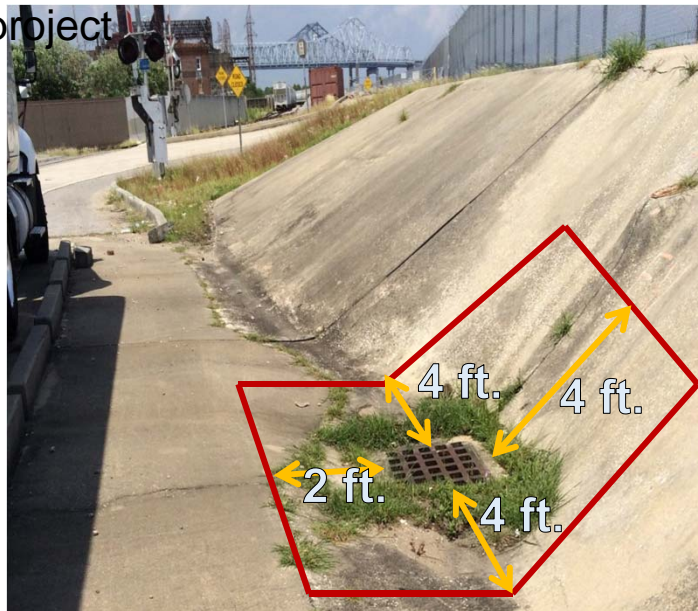
- Mural size
  - Must be at least 3 feet around the drain (approx. yellow line)
  - Maximum solid coverage of 6 feet around the drain (approx. blue line)
- Elements of the artwork may extend outside of this boundary, but must be approved and present in proposed artwork
- Grate and pillars may be painted





# Clarence Henry Truckway Drain and Parameters

- Mural perimeter limits available to paint (red square):
  - 4 feet towards river
  - 4 feet left & right
  - 2 feet towards roadway
- May extend elements outside of this boundary, but must be approved and present in proposed artwork
- Grate may be painted, however may be replaced in upcoming grate replacement project



## Other Potential Future Locations

- Lake Pontchartrain Basin Foundation Lighthouse
- Jefferson Parish – Fat City
- LDEQ local office
- City Park
- Schools





# Thank You!


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