DEVELOPING SIGNAGE AS EFFECTIVE OUTREACH

Environmental Survey Consulting www.envirosurvey.com

WHY SIGNAGE?

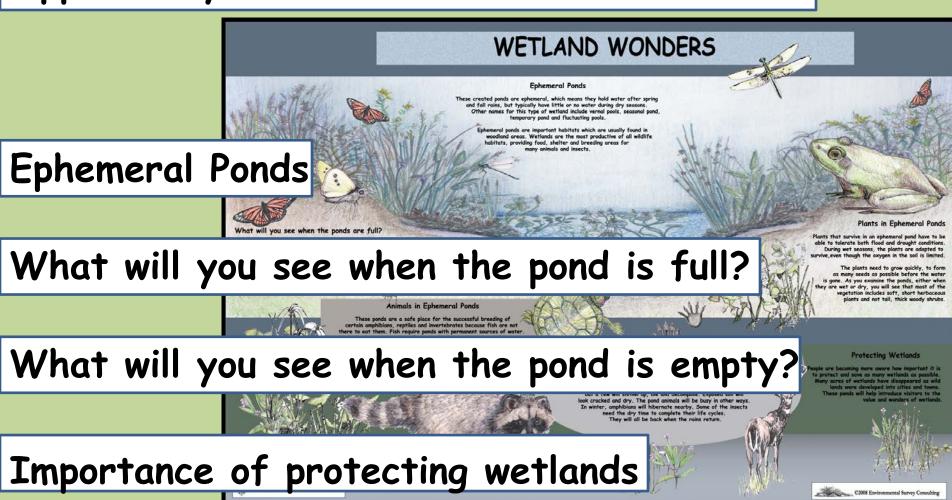
"To the average passerby, a restoration project without a sign is a bunch of weeds."

WHY SIGNAGE?



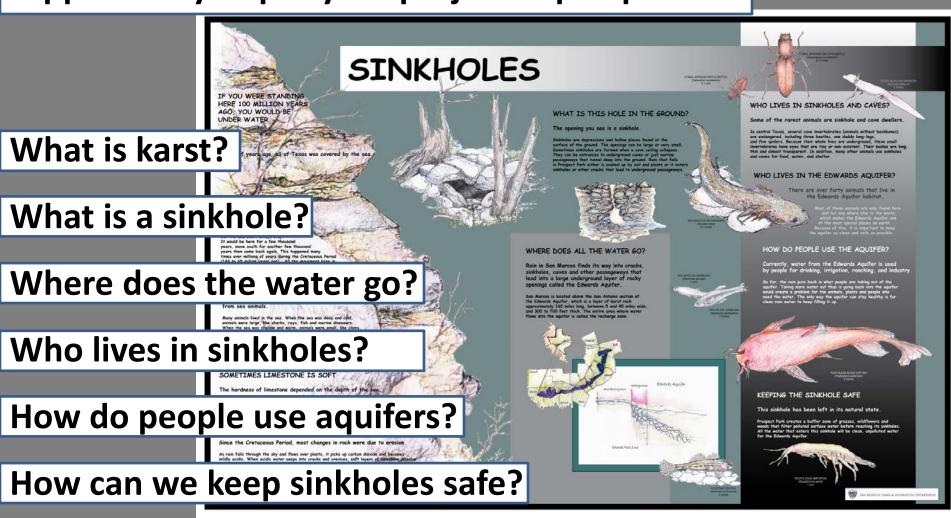
Opportunity to Educate the Public

Importance of protecting the environment
Opportunity to translate science to citizens

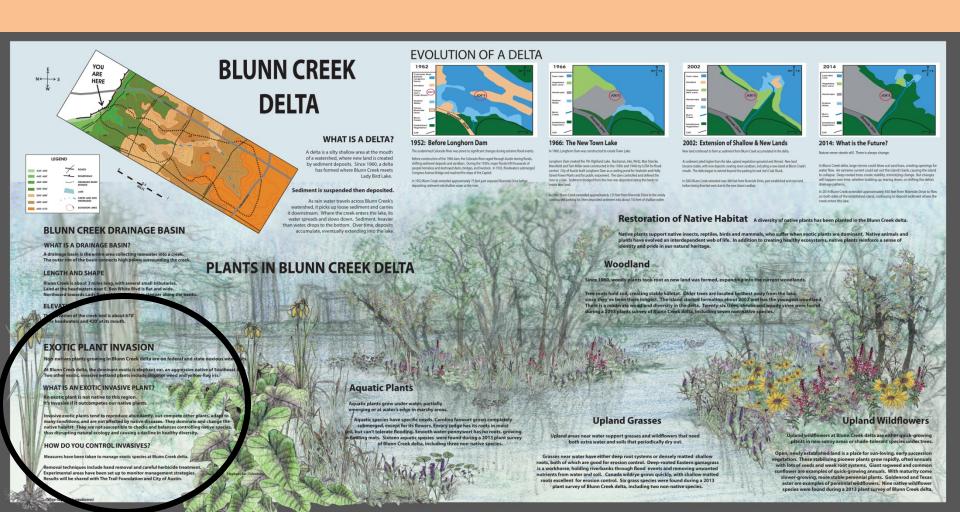


Environmental problems of your project

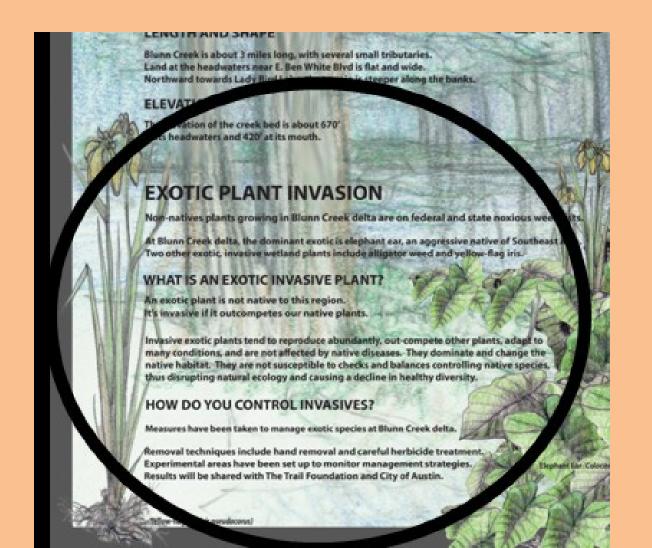
Opportunity to put your project in perspective



Teach habitat restoration principles



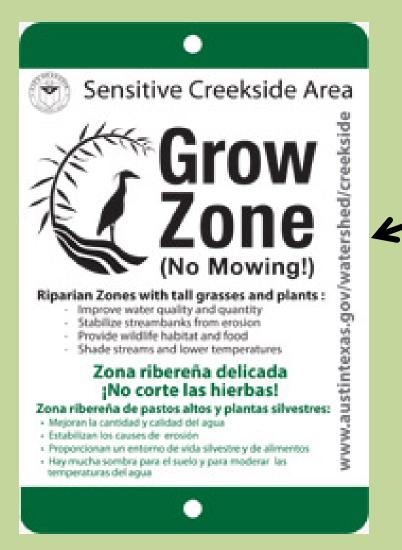
Teach habitat restoration principles



Teach habitat restoration principles



Explain thinking behind solutions



Web site

Explain thinking behind solutions



Explain thinking behind solutions

Generic sign Opportunity to go further



Learn About Your Audience

Public engagement phase



Learn About Your Audience

Public engagement phase



Develop Citizen Support

Signs are one valuable tool in how people learn about a project.



People feel included when there's a sign specific to their neighborhood.

Develop Citizen Support

Encourage practice of good stewardship



Austin has many popular volunteer opportunities

Develop Citizen Support



Watchdogs can reduce vandalism

Pride could increase management success

Signage Design

Site and project specific

Time required – for design, layout, fabrication

Research and graphics/artwork

Easily understood language

Clear graphics and layout

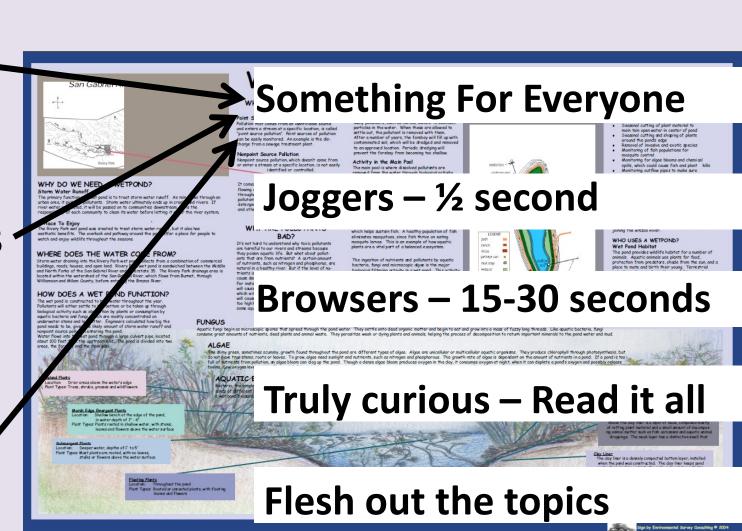
Contact information for citizen participation

Signage Design 3 – 30 – 3 Approach

3 seconds

30 seconds

3 minutes



Signage Materials

Vandal-Proof as Possible

Permanent Vs. Temporary

Permanent: Phenolic Resin

Temporary: Laminated Paper

Printed Metal

Permanent Sign



Permanent Sign

FRIENDLY OAKS PARK

WATER TOWER

Water Tower Sink is an Edwards Aquifer minor recharge feature.

Earst is a linestone area with caves and sink-holes. Sink-holes are hollow places where rainwater collects and flows underground. They form when water dissolves ceiling collapses. Sink-hole openings can be large or small.

The opening of Water Tower Sink is so small, only tiny animals can enter. In this area, the sink-hole layer, called a solution zone, is about eighteen feet thick.



KARST FEATURES



WHO USES AQUIFERS SINK-HOLES & CAVES?

For eons, the Edwards Aquifer has kept many springs flowing, which attracted early humans to this area.

During the past 200 years, springs were important to Indians and early settlers. Currently, water from the Edwards Aquifer is used by people for drinking, irrigation, ranching, and industry.

Many arimals use coves and sink-holes for food, water, and shalter. Some rare enimals are covered and account of the control of t dwellers, including three beetles, one daddy long-legs, and five spiders.

NORTHERN EDWARDS

Edwards Aquifer has three segments: San Antonio, Barton Springs, & Northern. Water Tower Sink is in the Northern Edwards Aquifer recharge zone, which extends from Bell County to the Colorado River

The recharge zone is where surface water flows into the aquifer. Where limestone layers are near the surface, water can seep through cracks, fissures, coves, sink-holes and other openings. Rainwater entering Water Tower Sink flows directly into the Northern Edwards Agulfer, which is close to the surface and about 200 feet thick.

EDHAROS AGUIFER



IS THERE A PROBLEM?

Polluted water in the aquifer can affect both people and animals that use the water.

Cover and sinkholes do not filter water. If polluted water reaches cover and sink-holes, it flows directly into the aquifer. Many pollutarits can be in surface water, including leaking sewer and gas lines, animal waste, insecticides, herbicides, fertilizers and urban run-off.

Friendly Oaks Park is part of the Fern Bluff M.U.D. Master Plan, that protects karst features such as caves and sinkholes.

Most of the park has been left in its natural state, which creates a buffer zone of grasses, wildhowers and woods. This heigs fifter out surface water pollutants before reaching Water Tower Sink. For additional protection, the sink-hole is ferced in. These efforts halp the natural ecosystem thrive without interference.

Fern Bluff M.U.b. By Environmental Survey Consulting 2003

Permanent Sign



Temporary Sign

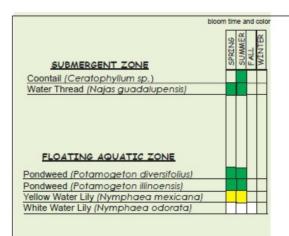


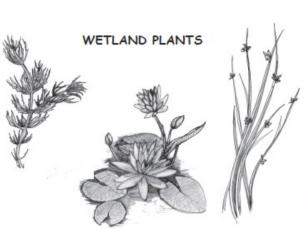
Temporary Sign





RIVERY PLANTS
The following native plants were placed in and around the Rivery Park wet pond. The list is divided into planting categories. Latin names are listed in parentheses.





SPRING	SUMMER	FALL	WINTER	MARSH DIVERSITY ZONE
				Coastal Water Hyssop (Bacopa monnieri)
П		_		Common Arrowhead (Sagittaria latifolia)
				Flat Sedge (Cyperus ochraceus)
				4-Sq Spikerush (Eleocharis quadrangulata)
				Giant Bulrush (Scirpus californicus)
S	oc	OI	s	Horsetail (Equisetum hyemale)
				Lizardís Tail (Soururus cernuus)
				Louisiana Iris (Iris Louisiana)
				Pickerel Weed (Pontederia cordata)
S	00	OI	S	River Fern (Thelypterus kunthii)
				Short Spikerush (Eleocharis macrostachys)
				Soft Rush (Juncus effusus)
П				Star Grass (Dichromenia colorata)
				Thalia (Thalia dealbata)
		Г		Tri-Square Bulrush (Scirpus Americana)
SI	oo	01	s	Water Clover (Marsilea macropoda)
				Water Pennywort (Hydrocotyle umbellata)

WILDFLOWERS	SPRING	SUMMER	FALL	WINTER
American germander (Teucrium canadense)				
Aster (Aster subulatus)				
Beebalm (Monarda citriodora)				
Black-Eyed Susan (Rudbeckia hirta)	1			
Blue Mistflower (Eupatorium coelestinum)				
Bluebonnet (Lupinus texensis)				Г
Coreopsis (Coreopsis tinctoria)				Г
Cutleaf Daisy (Engelmannia pinnatifida)				Г
Frog Fruit (Phyla incisa)			/	
Golden Groundsel (Senecio obovatus)				Г
Indian Blanket (Gaillardia pulchella)		Z		Г
Lyre Leaf Sage (Salvia lyrata)				
Marsh Fleabane (Pluchea purpuracens)	П			Г
Maximilian Sunflower (Helianthus maximiliani)		Г		Г
Obedient Plant (Physostegia intermedia)				Г
Pink Evening Primrose (Oenothera speciosa)				Г
Purple Prairie Clover (Petalostemum purpure	a)			Г
Rose Mallow (Hibiscus Idevis)		Z	7	Г
Salt Marsh Mallow (Kosteletzkya virginica)				Г
Snailseed Vine (Cocculus carolinus)				Г
Spiderlily (Hymenocallis caroliniana)		Г		Г
Straggler Daisy (Calyptocarpus vialis)				Г
Texas Yellow Star (Lindheimera texana)				Г
Tropical Sage (Salvia coccinia)				
Woolly Hibiscus (Hibiscus lasiocarpus)	V	7	7	
Zexmenia (Wedelia Hispida)				Г



SPRING	SUMMER	FALL	WINTER	<u>GRASSES</u>
				Big Muhly (Muhlenbergia lindheimeri)
				Bushy Bluestem (Andropogon glomeratus)
				Eastern Gamagrass (Tripsacum dactyloides)
				Green Sprangletop (Leptochloa dubia)
				Inland Sea Oats (Chasmanthium latifolium)
				Jamaican Sawgrass (Cladium jamaicense)
				Little Bluestem (Schizachyrium scoparium)
				Sideoats Grama (Bouteloua curtipendula)
				Switchgrass (Panicum virgatum)
				TREES and SHRUBS Amorpha (Amorpha fruticosa)
				Dogwood, Roughleaf (Cornus drummondii)
				Dwarf Palmetto (Sabal minor)
				Dwarf Wax Myrtle (Myrica cerifera)
Z	Z	Z		Lantana, Texas (Lantana horrida)
				Possumhaw (Ilex decidua)
				Shrubby Water-Primrose (Ludwigia octovalvus)
				Yaupon (liex vomitoria)
			3 9	Yellow Buckeye (Aesculus pavia var. flavescens

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Interactive Signs



Interactive Signs



Interactive Signs

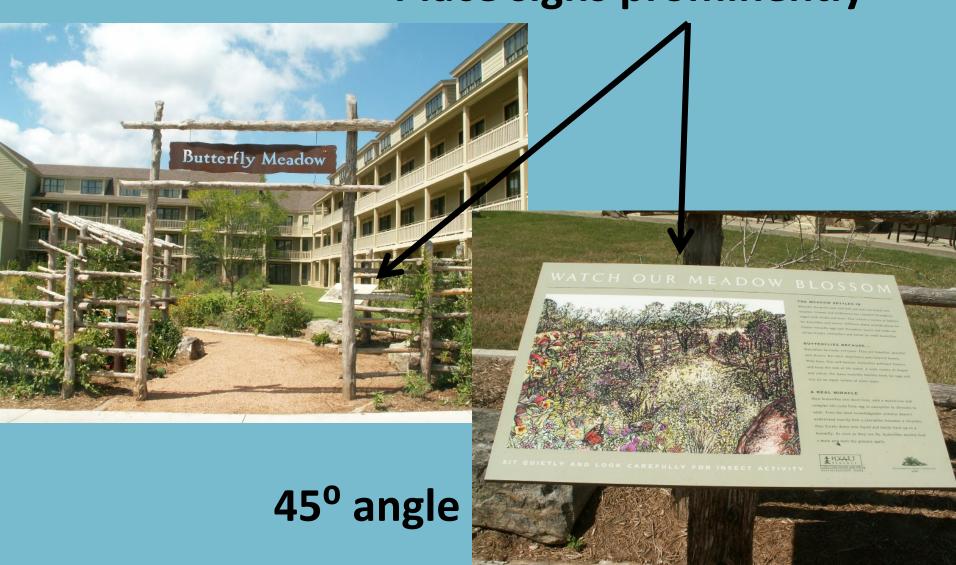






Where Place Signage?

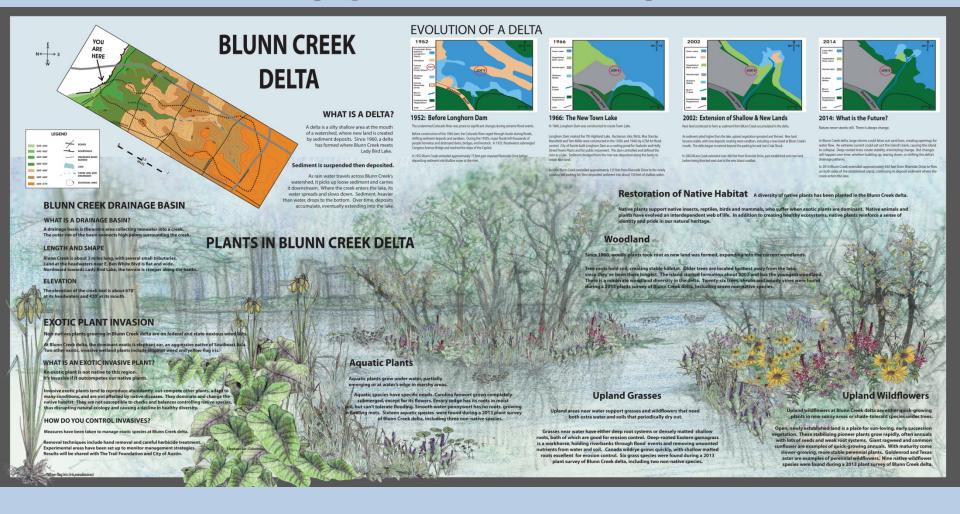
Place signs prominently

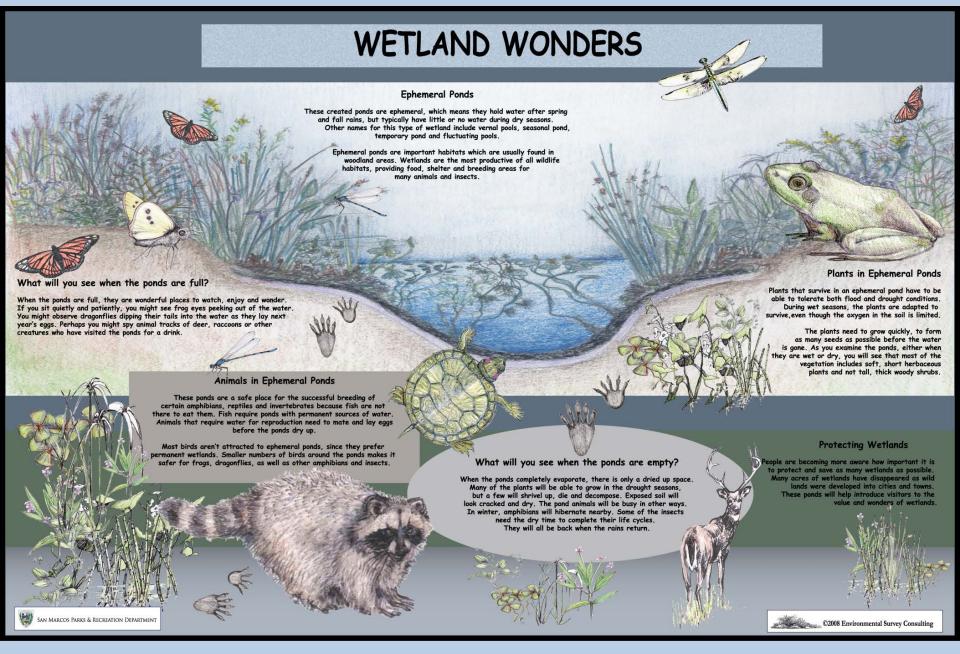


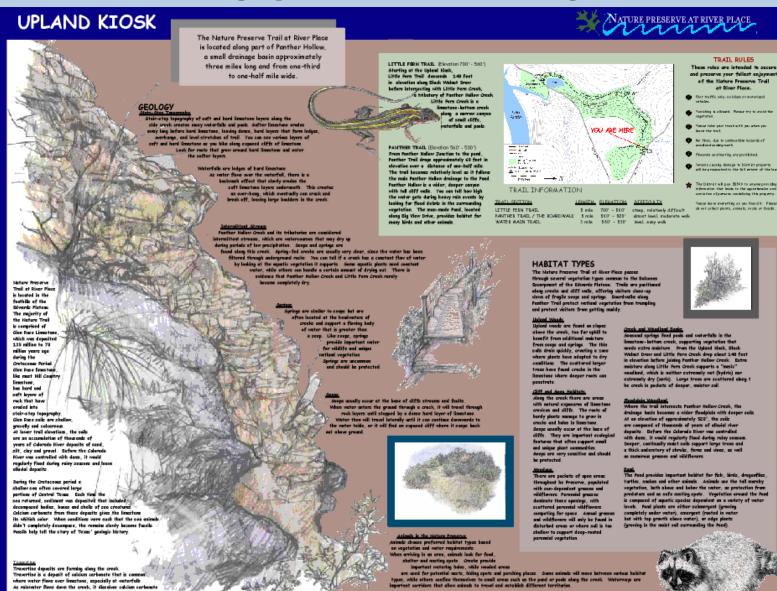












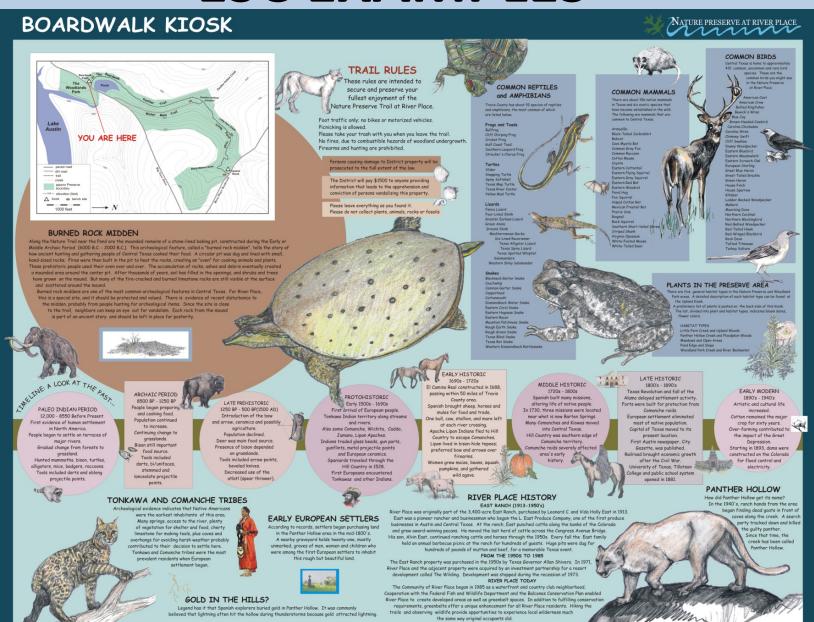
Azimula are indicated of environmental health. Development in on one can parantially have an effect on aximal population. Some arimals will not be talk to before the date has an actify, while others, such as house operance and back rate, thrine on the class of people. Develop when these interferences are provided we take the information for people studying the area.

TRAIL BULES

of Diver Place.

from limestone, sometimes with the aid of termic acid from

decaying leaves. When this solution reaches a waterfull, the additional turbulence accelerates the chamical reaction that areates travertise deposits. Over many years, these deposits build up to siculate traverties formations



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