Utilizing Visual Media Technology to Enhance AOC Outreach

September 11, 2019

Moderators

Caitie Nigrelli, Illinois-Indiana Sea Grant

Melanie Foose, Michigan Dept Environment, Great Lakes, & Energy

Agenda

Welcome

Introductions to Moderators and Panelists

Media Showcase

Panelist Interview

Facilitated Discussion

Wrap-Up

Panelists

Peter Essick, Freelance including National Geographic

Photographer

Jessica Amico, Buffalo Niagara Waterkeeper

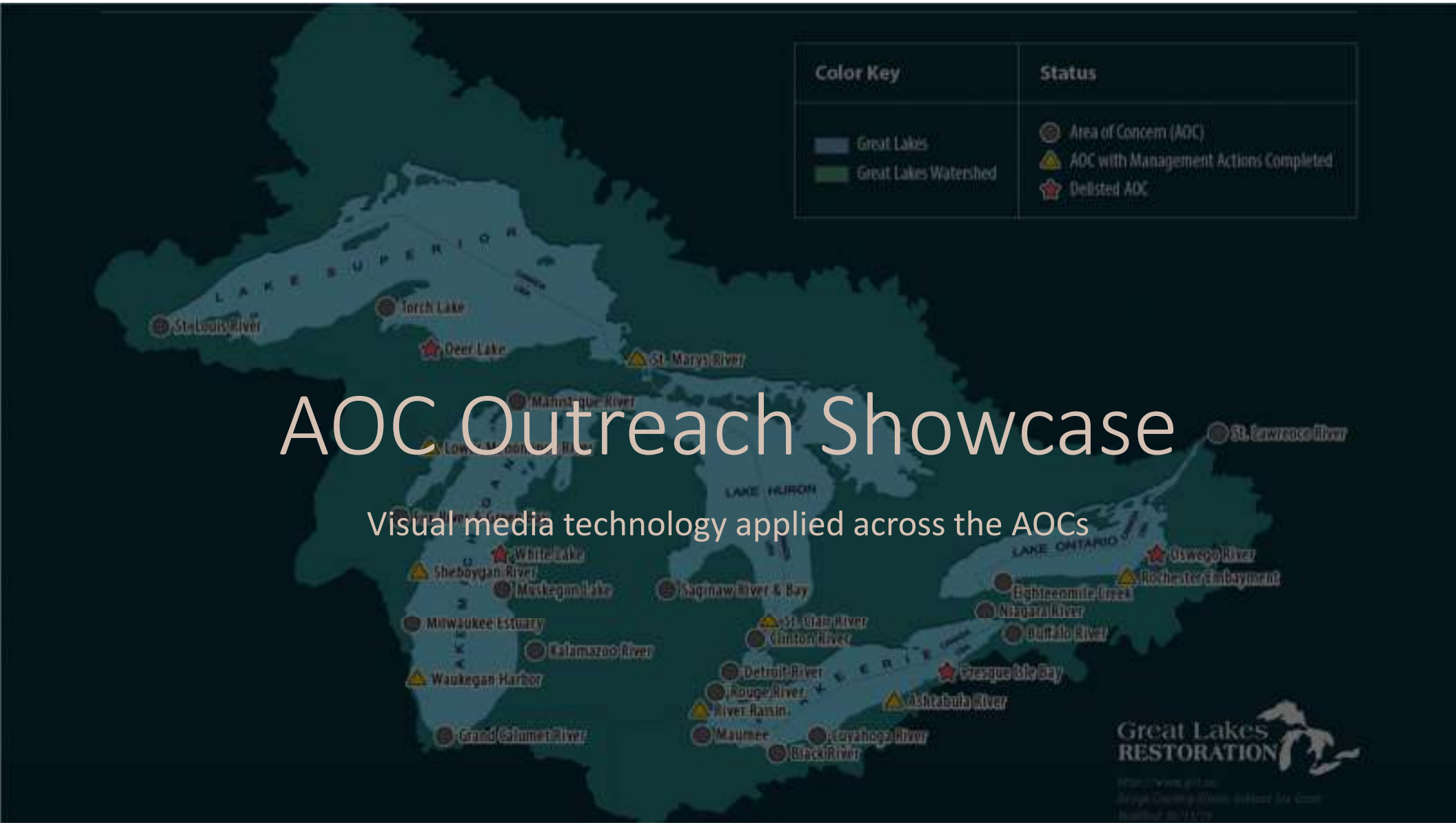
Senior Digital Marketing Coordinator

Brian James Egen, River Raisin Commission on the Environment and Water Quality

Executive Producer, Commission Chair, Historian

David Ruck, Great Lakes Outreach Media

President, Videographer



AOC Outreach Showcase

Visual media technology applied across the AOCs

StoryMaps

Give your maps meaning by harnessing the power of storytelling.

These interactive maps allow the user to learn about AOC history, restoration, recreation, and more while incorporating drone, video, and layers.

Detroit River AOC StoryMap

http://detroitriver.org/story-map.html

Milwaukee Estuary AOC StoryMap

https://refloh2o.com/milwaukee-community-map

Video

Search engines love video, and video encourages social media shares.

These videos incorporate drone, time-lapse, microphone modification, professional leadership, and more to create award-worthy AOC coverage.

St. Louis River AOC Video

https://www.youtube.com/watch?v=bQJVo85T510

Muskegon Lake AOC Video

https://www.youtube.com/watch?v=n7HCN0RQK-w

River Raisin AOC Video

https://www.youtube.com/watch?v=UA1WFok6EMs

Branding

Branding is the face of your communication campaign.

These brands use memorable designs that incorporate AOC elements like water, birds, fish, and sediment.

Multiple AOCs represented

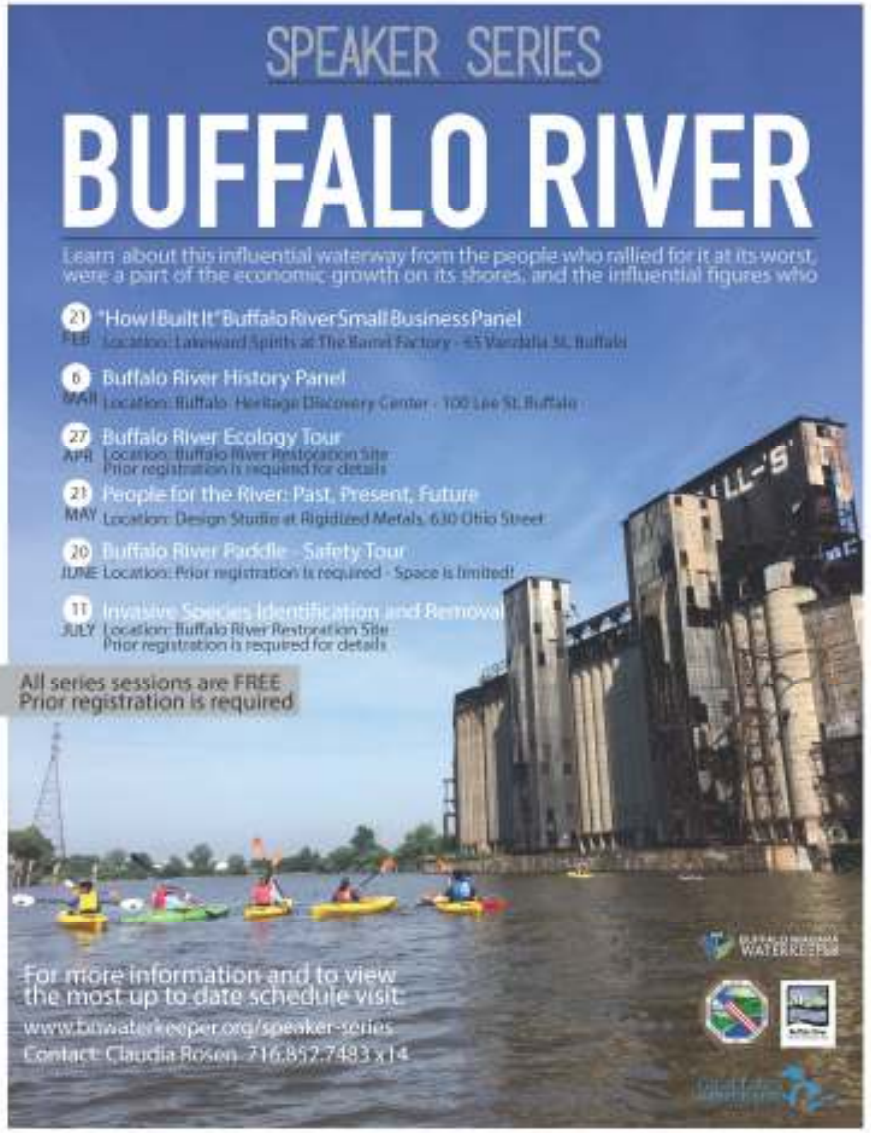
Flyers

Get the word out with low-cost, place-based mass-marketing.

These AOC flyers use graphic design to focus the reader’s attention on simple, important messages.

St. Louis River AOC Flyer

Buffalo River AOC Flyer

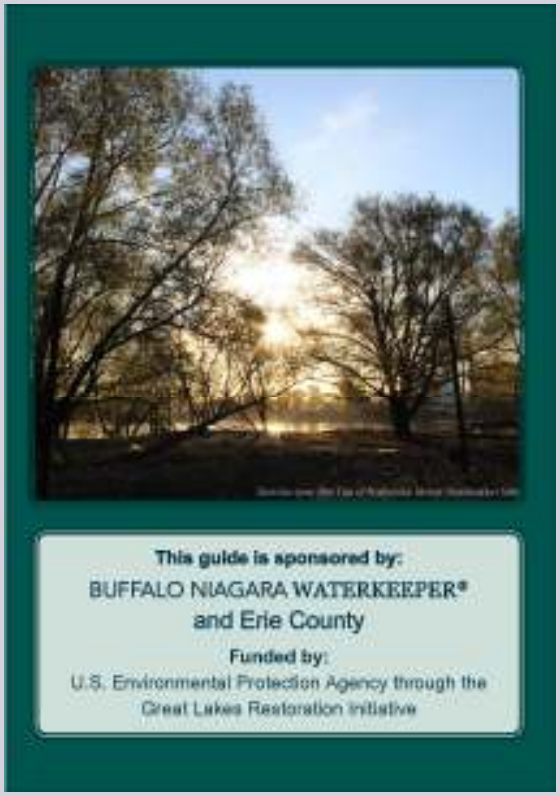


Pamphlets and such

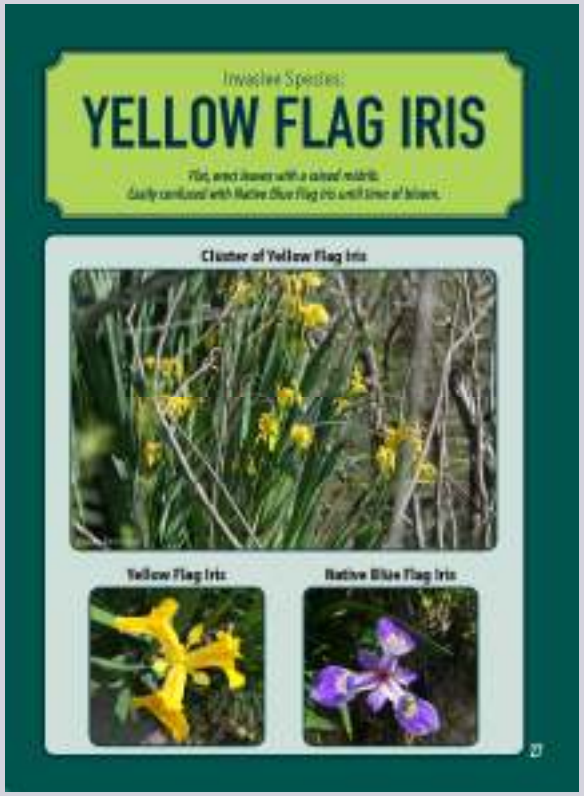
People still attend things in person and want a reason to put down their phone.

Efficient translations in multiple languages, good artistic design, and plain language make these AOC “pamphlets and such” resonate.

Buffalo River AOC Booklet



This guide is sponsored by:
BUFFALO NIAGARA WATERKEEPER®
and Erie County
Funded by:
U.S. Environmental Protection Agency through the
Great Lakes Restoration Initiative



Rouge River AOC Fact Sheets

EPA
United States Environmental Protection Agency

Cleanup Activities to Begin in the Lower Rouge River – Old Channel

Lower Rouge River – Old Channel

Great Lakes Legacy Act Project

Detroit, Michigan — Spring 2019

GLRI's Legacy Act
The Great Lakes Legacy Act can provide up to 65 percent of the cost of sediment cleanup and restoration work in an Area of Concern. The rest comes from cities, states, and businesses. Since 2002, Legacy Act partnerships have cleaned up 21 sites in 6 Great Lakes states and remediated about 4.1 million cubic yards of contaminated sediment.

Completed cleanups have been a springboard for communities to build a foundation for future growth by transforming former toxic hot spots into attractive locations. Areas that were obstacles to economic growth are now valuable waterfront assets.

Contact EPA
For more information or questions about the LRROC project, contact the EPA LRROC Project Managers:

Rose Ellison
734-692-7689
Ellison.rosanne@epa.gov

or

Susan Virgilio
312-886-4244
Virgilio.susan@epa.gov

The U.S. Environmental Protection Agency's (EPA's) Great Lakes National Program Office is working with its non-federal sponsor, Honeywell, Inc. (Honeywell), to clean up a 0.75-mile stretch of the Lower Rouge River – Old Channel (LRROC), Detroit, Michigan.

This project will include construction of a permanent bulkhead wall along part of the Old Channel and removal of 70,000 cubic yards of sediment from the bottom of the river that is polluted with coal tar and other petroleum products. The project will also involve removal of large debris like metal, wood, tires, and cars that have been discarded in the river. The project is expected to begin this spring and be completed in 2019.

Project Overview

The shoreline and channel slide slopes of the LRROC are steep and unstable in many areas. To safely remove sediment, Phase I of the project involves the construction of a permanent sheetpile bulkhead wall along 2,500 feet of the shoreline. The permanent wall will be kept in place by a smaller anchor wall buried behind it and connected by steel rods called tie-backs.

Phase II will include the sediment cleanup phase. During Phase II, other places along the shoreline will need stabilization; in those cases, temporary sheetpile walls will be used. After dredging these areas, the channel slide slopes will be reconstructed with clean backfill and the temporary sheetpile will be removed and reused in another area.

EPA

Comenzarán actividades de limpieza en la cuenca baja del río Rouge– Canal Viejo

Cuenca baja del río Rouge– Canal Viejo

Proyecto de la Ley de Legado de los Grandes Lagos

Detroit, Michigan — Primavera 2019

Lagos puede proveer hasta el 65 por ciento del costo de la limpieza de los sedimentos y el trabajo de restauración en un Área de interés. El resto proviene de las ciudades, estados y empresas. Desde 2002, los socios de la Ley de Legado han limpiado hasta 21 sitios en 6 de los estados de los Grandes Lagos y han recuperado cerca de 4,1 millones de yardas cúbicas de sedimentos contaminados.

Las limpiezas realizadas han servido como trampolín para que las comunidades desarrollen los cimientos para el futuro crecimiento, transformando los lugares tóxicos en localidades sumamente atractivas. Las áreas que solían ser obstáculos para el crecimiento económico se han convertido en valiosos activos frente al agua.

Contáctese con la EPA
Para más información o preguntas sobre el Proyecto LRROC, contáctese con las Directoras del Proyecto LRROC de la EPA:

Rose Ellison
734-692-7689
Ellison.rosanne@epa.gov

o

Susan Virgilio
312-886-4244
Virgilio.susan@epa.gov

La Oficina del Programa Nacional de los Grandes Lagos de la Agencia de Protección Ambiental (EPA) estadounidense está trabajando con su copatrocinador privado, Honeywell, Inc. (Honeywell) para limpiar una franja de 0,75 millas en la cuenca baja del río Rouge-Canal Viejo (LRROC), Detroit, Michigan.

Este proyecto incluirá la construcción de un muro de contención a lo largo de una parte del Canal Viejo y la remoción de 70.000 yardas cúbicas de sedimentos del fondo del río, que están contaminados con alquitrán y otros productos de petróleo. El proyecto incluirá también la remoción de escombros grandes como metal, madera, neumáticos y autos que han sido desechados en el río. Se espera que el proyecto comience esta primavera y finalice en 2019.

Información general del proyecto

La costa y las pendientes de deslizamiento la LRROC son empinadas e inestables en muchas de las áreas. Para remover los sedimentos sin riesgos, la Fase I del proyecto consiste en la construcción de un muro de contención permanente de tablestacas a lo largo de 2.500 pies de la costa. El muro permanente se fijará por medio de un muro de anclaje más pequeño enterrado por detrás y conectado con varas de acero llamadas refuerzos estructurales.

La Fase II consistirá en la limpieza de los sedimentos. Durante la Fase II, se deberán estabilizar otros lugares de la costa; en esos casos, se utilizarán muros de tablestacas temporarios. Después de dragar estas áreas, se reconstruirán las pendientes de deslizamiento del canal con relleno limpio y se retirarán las tablestacas temporarias para reutilizarlas en otra área.

EPA

البدء في أنشطة تنظيف لنهر روغ السفلي – القناة القديمة

نهر روغ السفلي – القناة القديمة

مشروع قانون إرث البحيرات العظمى

ديترويت، ميشيغان — ربيع 2019

نظرة عامة عن المشروع

يتسم خط الشاطئ والمنحدرات المنزلقة للقناة لنهر روغ السفلي – القناة القديمة - بالانحدار الشديد وعدم الاستقرار في مناطق كثيرة ويهدف التخلص من الرواسب بشكل آمن، تتضمن المرحلة الأولى من المشروع بناء جدار عازل دائم بركائز دعم مستعرضة بطول 2,500 قدم من خط الشاطئ. وسيتم تدعيم الجدار الدائم من خلال إنشاء جدار تثبيت أصغر مدفون خلفه ومتصلاً بقضبان فولاذية يُطلق عليها دعائم تثبيت خلفية.

ستتضمن المرحلة الثانية مرحلة تنظيف الرواسب.وخلال المرحلة الثانية، سيكون هناك مناطق أخرى على طول خط الشاطئ بحاجة إلى الاستقرار؛ وفي مثل سهذه الحالات سيتم استخدام الجدران المؤقتة المشيدة بركائز دعم مستعرضة وبعد الانتهاء من تجريف هذه المناطق، سيتم إعادة بناء المنحدرات المنزلقة للقناة من خلال أعمال ردم نظيفة ويتم إزالة ركائز الدعم المستعرضة المؤقتة وإعادة استخدامها في منطقة أخرى.

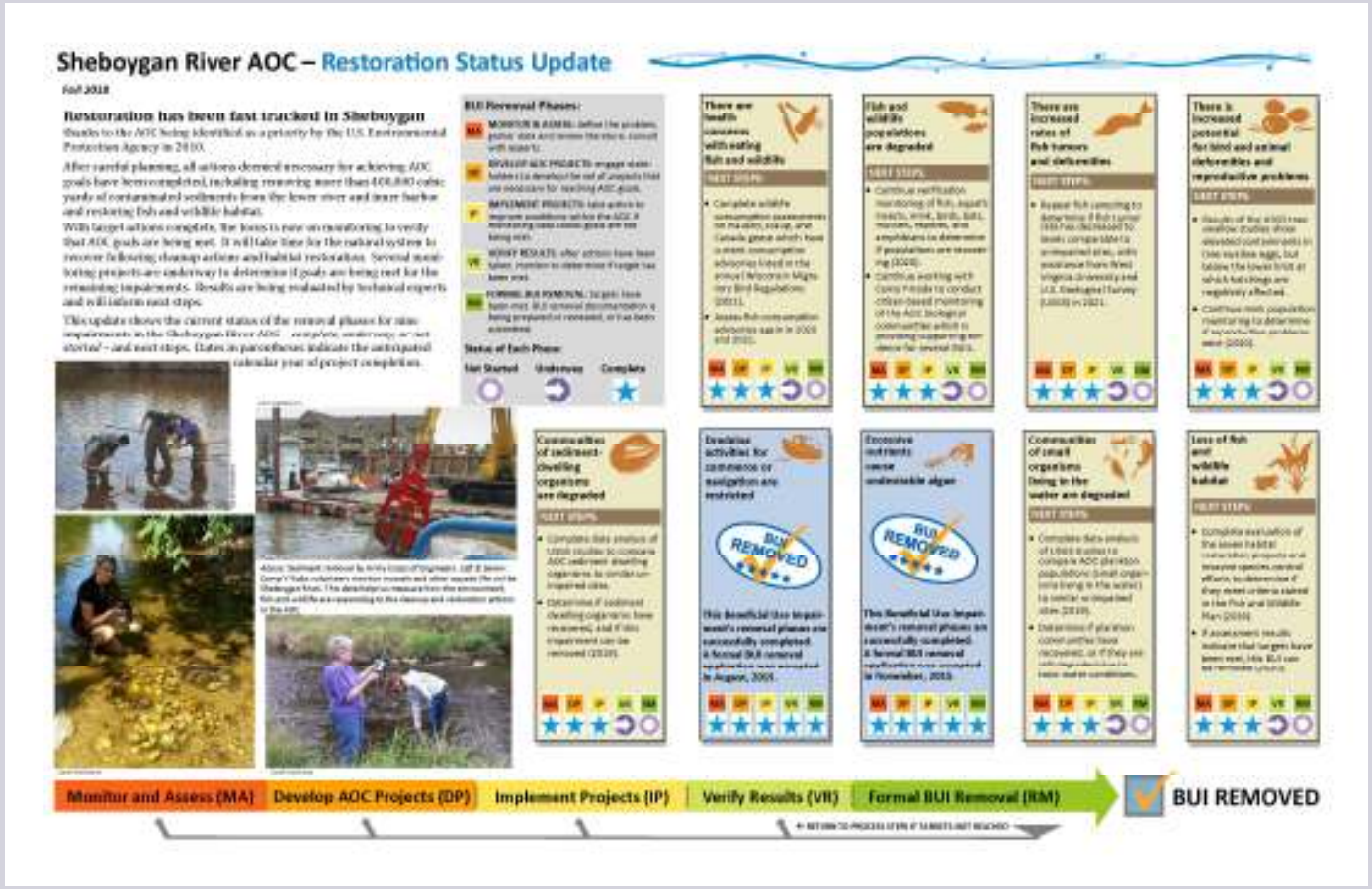
برجى مع وحدة حماية البيئة الأمريكية
لمزيد من المعلومات أو الأسئلة بخصوص مشروع نهر روغ السفلي - القناة القديمة، اتصل بممثلي مشروع نهر روغ السفلي - القناة القديمة التابع لوكالة حماية البيئة الأمريكية:

روز إليسون
7689-692-734
Ellison.rosanne@epa.gov

أو

سوزان فيرجيليو
312-886-4244
Virgilio.susan@epa.gov

Sheboygan River AOC Fact Sheet



Interpretive Signs

They’re at your site. Tell them about it while you’ve got their attention for a minute.

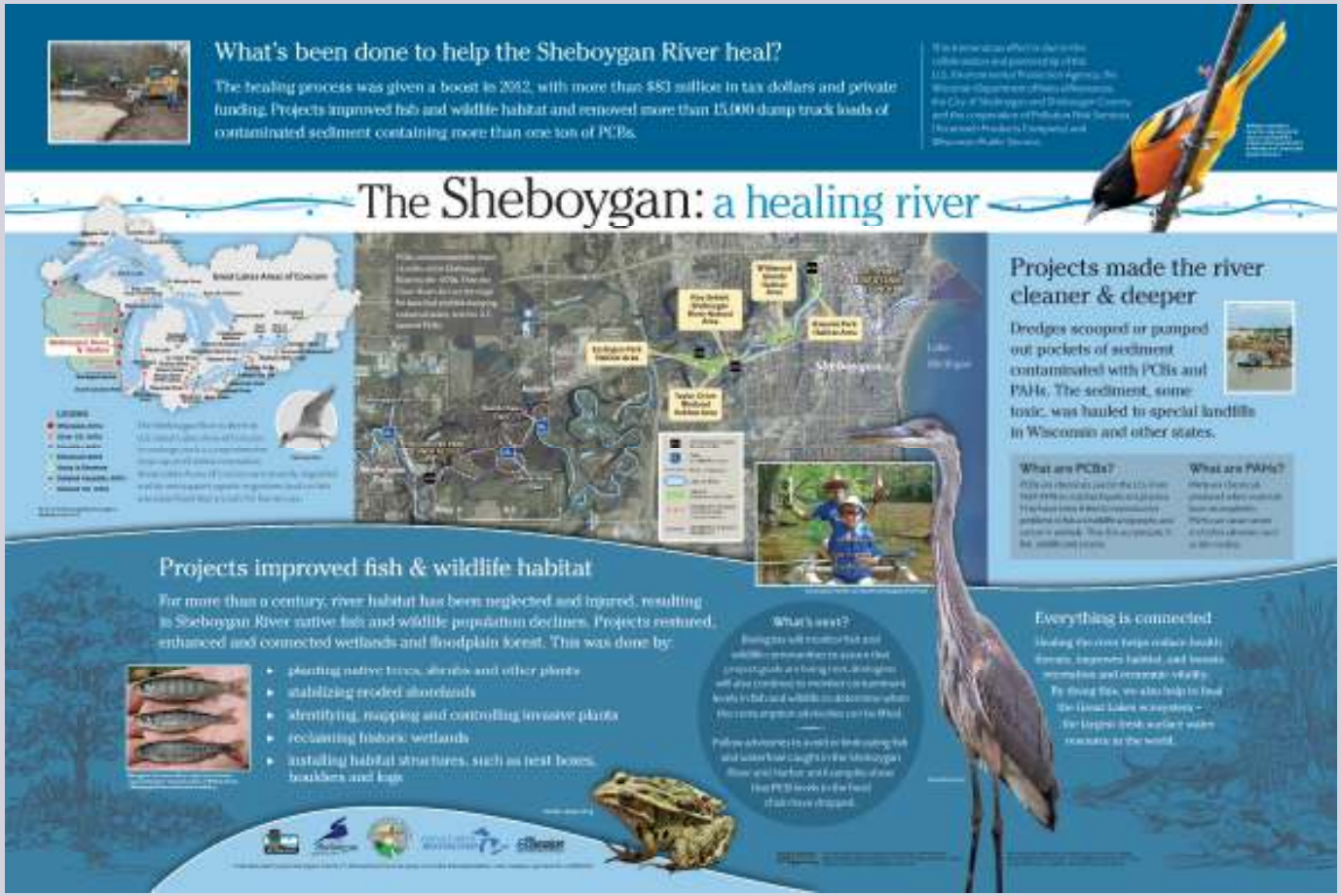
New ways to display poster content with a professional flair are becoming more affordable and used in AOCs.

River Raisin AOC Display Panels

Lower Green Bay & Fox River AOC Display Panels

Lower Menominee River AOC Poster

Sheboygan River AOC Poster



Rochester Embayment AOC Poster

Artist Renderings

Science and Art.

When discrete attempts to describe and understand the world collide, we create memorable, intelligent beauty picturing ourselves in new AOC landscapes.

Milwaukee Estuary AOC Artist Rendering

Muskegon Lake AOC Artist Rendering

Detroit River AOC Artist Rendering

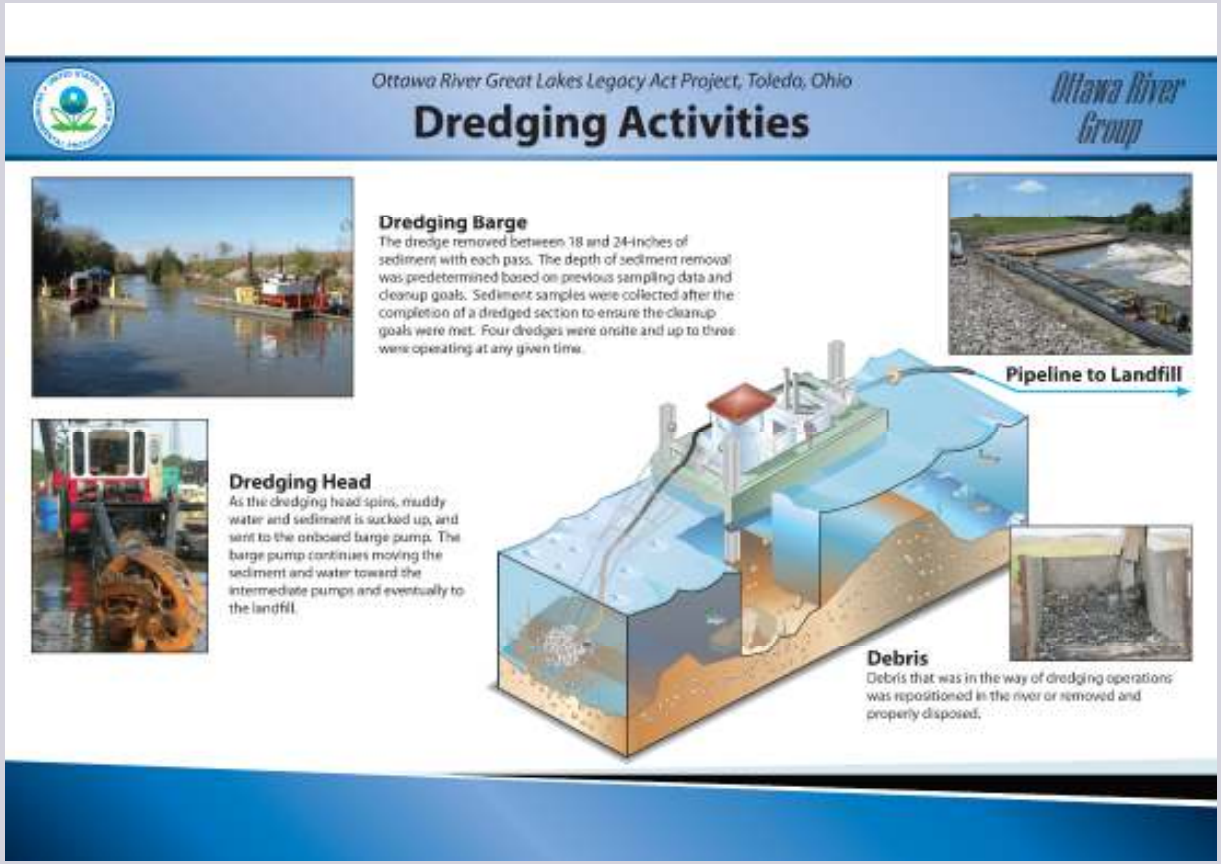
Public Meeting Posters

Some of the most complex details of our work are conveyed in this venue.

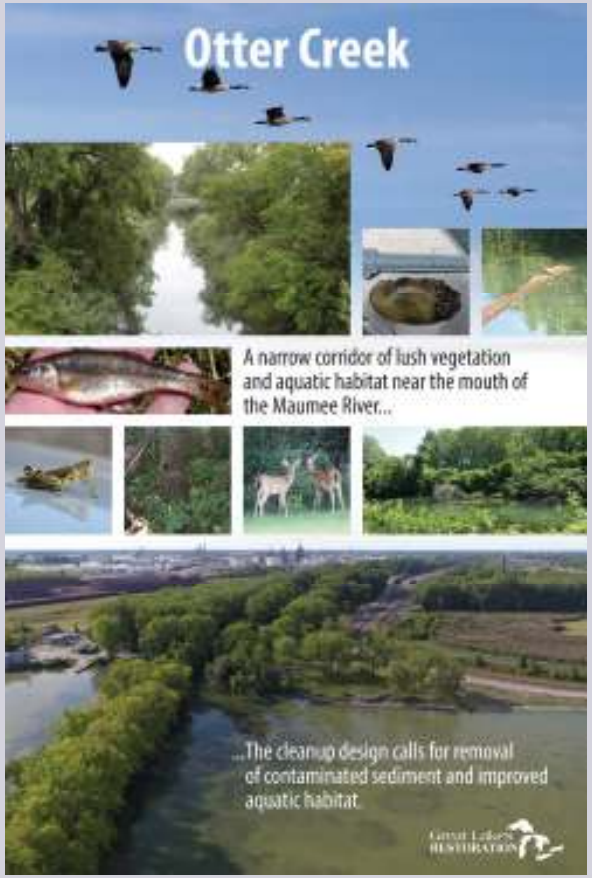
Good photography, 3D models, and relevant comparisons pump up these AOC posters.

#GLAOC2019

Maumee AOC Public Meeting Poster



Maumee AOC Public Meeting Poster



Grand Calumet River AOC Public Meeting Poster

Photography

360 degree captures, social media to advertise BUI photo contests, and professionals behind the camera elevate the stories told with these AOC photos.

Black River AOC Photography

Buffalo River AOC Photography

Great Lakes AOC Photography

Peter Essick – Great Lakes Sea Grant Network

AOC Photo Essay Collaboration

https://iiseagrant.org/great-lakes-resurgence/