

4.0 MCM #1 - Public Education, Outreach and Involvement

The Public Education, Outreach and Involvement minimum control measure consists of BMPs that focus on the development of educational materials designed to inform the public about the impacts that stormwater discharges have on local water bodies. The BMPs describe how the target audience will be informed about the steps they can take to reduce stormwater pollution; how to become involved in the SWMP; and the mechanisms that will be used to reach target audiences. The Public Education, Outreach and Involvement program is developed to reach all of the constituents (residents, visitors, public service employees, businesses, commercial and industrial facilities and construction site personnel) within the City Limits.

4.1 Regulatory Requirements

I. Public Education and Outreach

Develop, implement and maintain a comprehensive stormwater education and outreach program to educate public employees, businesses and the general public of hazards associated with the illegal discharges and improper disposal of waste and about the impact that stormwater discharges can have on local waterways, as well as steps that the public can take to reduce pollutants in stormwater.

The program must at a minimum:

- a. Define the goals and objectives of the program based on high priority community-wide issues;
- b. Identify the target audience(s);
- c. Develop or utilize appropriate educational materials, such as printed materials, billboard and mass transit advertisements, signage at select locations, radio advertisements, television advertisements, and websites;
- d. Determine cost effective and practical methods and procedures for distribution of materials.

Throughout the permit term, make the education materials available to convey the program's message to the target audiences at least annually.


II. Public Involvement

Involve the public, and, at a minimum, comply with any state and local public notice requirements in the planning and implementation activities related to developing and implementing the SWMP. At a minimum:


- a. If feasible, consider using public input (for example, the opportunity for public comment, or public meetings) in the implementation of the program;
- b. If feasible, create opportunities for citizens to participate in the implementation of control measures, such as stream cleanups, storm drain stenciling, volunteer monitoring, volunteer "Adopt-A-Highway" programs, and education materials;
- c. Ensure the public can easily find information about the SWMP.

4.2 Selected Best Management Practices


PE-1 Community Education

PE-1	Community Education	
	<p>BMP Description:</p> <p>The City will continue to develop or obtain a public education and outreach campaign focused on the reduction of the bacteria, floatables and fertilizer. Special consideration will be paid to aquifer and salamander concerns.</p>	
<p>Responsible Department GUS-Env.</p>	<p>Target Audience</p>	<p>Residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel</p>
<p>Supporting Departments</p> <p>Public Comm GUS-Sys. Eng. Transportation GUS-Util. Police-Code Planning</p>	<p>Year</p>	<p>Measurable Goal</p>
	<p>1</p>	<p>Identify 3 community issues and associated audiences of each issue</p>
	<p>2</p>	<p>Develop public education and outreach campaign focused on reduction of the Big 3</p>
	<p>3</p>	<p>Market campaign via online webpage and social media</p>
	<p>4</p>	<p>Add billing inserts and brochures to the campaign</p>
<p>5</p>	<p>Market full campaign using online webpage, social media, billing inserts, and brochures</p>	


PE-2 Garden and Lawn Care Education

<p>PE-2</p>	<p>Garden and Lawn Care Education</p>											
	<p>BMP Description: The City will acquire, create or support the creation of public education and outreach materials focused on garden and lawn care education. Update as needed.</p>											
<p>Responsible Department GUS-Env.</p>	<p>Target Audience</p>	<p>Residents, public service employees, businesses, commercial and industrial facilities</p>										
<p>Supporting Departments Public Comm GUS-Sys. Eng. Transportation Parks</p>	<p>Year</p>	<p>Measurable Goal</p> <table border="1"> <tr> <td data-bbox="521 1260 641 1371"> <p>1</p> </td> <td data-bbox="641 1260 1461 1371"> <p>Identify primary garden and lawn care issues related to stormwater pollution</p> </td> </tr> <tr> <td data-bbox="521 1371 641 1482"> <p>2</p> </td> <td data-bbox="641 1371 1461 1482"> <p>Acquire, create, or support the creation of education and outreach materials</p> </td> </tr> <tr> <td data-bbox="521 1482 641 1596"> <p>3</p> </td> <td data-bbox="641 1482 1461 1596"> <p>Post education and outreach materials online. Promote availability of materials</p> </td> </tr> <tr> <td data-bbox="521 1596 641 1709"> <p>4</p> </td> <td data-bbox="641 1596 1461 1709"> <p>Make education and outreach material handouts available to public at City offices</p> </td> </tr> <tr> <td data-bbox="521 1709 641 1824"> <p>5</p> </td> <td data-bbox="641 1709 1461 1824"> <p>Continue to offer education materials online and in hard copy at City offices</p> </td> </tr> </table>	<p>1</p>	<p>Identify primary garden and lawn care issues related to stormwater pollution</p>	<p>2</p>	<p>Acquire, create, or support the creation of education and outreach materials</p>	<p>3</p>	<p>Post education and outreach materials online. Promote availability of materials</p>	<p>4</p>	<p>Make education and outreach material handouts available to public at City offices</p>	<p>5</p>	<p>Continue to offer education materials online and in hard copy at City offices</p>
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PE-3 Household Hazardous Waste Education

PE-3	Household Hazardous Waste Education	
	<p>BMP Description:</p> <p>The City will continue to collect household Hazardous Waste from residents at designated facilities. Refine communication efforts to maximize citizen participation in proper disposal.</p> <p>The City will acquire, create or support the creation of public education and outreach materials focused on use of less toxic alternatives</p>	
<p>Responsible Department GUS-Env.</p>	<p>Target Audience</p>	<p>Residents</p>
<p>Supporting Departments</p> <p>Public Comm Police-Code</p>	<p>Year</p>	<p>Measurable Goal</p>
	<p>1</p>	<p>Identify primary household hazardous waste issues related to stormwater pollution</p>
	<p>2</p>	<p>Develop materials to promote use of less hazardous products and practices, focusing on identified primary issues</p>
	<p>3</p>	<p>Develop/ post message to promote awareness and use of The Collection Station Post education and outreach materials online</p>
	<p>4</p>	<p>Assess effectiveness of outreach Identify barriers to use</p>
<p>5</p>	<p>Implement means to reduce barriers to use of household hazardous waste and used oil collection programs</p>	


PE-4 Volunteer Inlet Marking

PE-4	Volunteer Inlet Marking	
		<p>BMP Description: Staff shall develop a program to recruit and manage volunteer efforts to install inlet markers throughout the city. Volunteers will be educated about water quality impacts. The City will acquire, create or support the creation of public education and outreach materials to be distributed in target neighborhoods to explain the purpose of the recent inlet marker installation and concepts associated with “drains to creek”.</p>
<p>Responsible Department GUS-Env.</p>	<p>Target Audience</p>	<p>Residents, public service employees, businesses, commercial and industrial facilities</p>
<p>Supporting Departments</p> <p>Public Comm GUS-Sys. Eng. Transportation Police-Code Legal</p>	<p>Year</p>	<p>Measurable Goal</p>
	<p>1</p>	<p>Establish GIS inlet database Identify target neighborhoods Identify education and outreach materials</p>
	<p>2</p>	<p>Identify neighborhoods to be targeted for inlet marking, Incorporate target inlet locations into database</p>
	<p>3</p>	<p>Prepare/acquire inlet marking materials, Develop forms and volunteer leader training Acquire/create public education and outreach materials</p>
	<p>4</p>	<p>Training for volunteer leaders – date and sign-in. List of marking locations & dates Post education and outreach materials online</p>
	<p>5</p>	<p>List of marking locations & dates</p>


PE-5 Stream Cleanup Projects

PE-5	Stream Cleanup Projects	
	<p>BMP Description: The City will establish procedures for recruiting volunteers, identifying public spaces, facilitating clean-up and documenting activities. Volunteers will be educated about water quality impacts.</p>	
<p>Responsible Department GUS-Env.</p>	<p>Target Audience</p>	<p>Residents, public service employees, businesses, commercial and industrial facilities</p>
<p>Supporting Departments</p> <p>Public Comm GUS-Sys. Eng. Transportation Police-Code Parks Legal</p>	<p>Year</p>	<p>Measurable Goal</p>
	<p>1</p>	<p>Identify creeks to target for cleanup efforts</p>
	<p>2</p>	<p>Identify volunteer groups to lead cleanup efforts Initiate coordination with groups</p>
	<p>3</p>	<p>Train volunteers, develop cleanup documentation procedures And start list of cleanup locations & dates</p>
	<p>4</p>	<p>Continue list of cleanup locations & dates</p>
<p>5</p>	<p>Continue list of cleanup locations & dates</p>	


PE-6 Tree Planting Program

<p>PE-6</p>	<p>Tree Planting Program</p>											
		<p>BMP Description: The City will continue to promote multiple tree planting events. Staff shall develop/acquire and provide supplemental materials to make the connection between tree planting and creek water quality.</p>										
<p>Responsible Department Parks</p>	<p>Target Audience</p>	<p>Residents, public service employees, businesses, commercial and industrial facilities</p>										
<p>Supporting Departments Public Comm GUS Env. GUS-Sys. Eng. Transportation</p>	<p>Year</p>	<p>Measurable Goal</p> <table border="1"> <tr> <td data-bbox="521 1360 641 1453">1</td> <td data-bbox="641 1360 1456 1453">Report numbers of tree plantings and planting events dates</td> </tr> <tr> <td data-bbox="521 1453 641 1545">2</td> <td data-bbox="641 1453 1456 1545">Report numbers of tree plantings and planting events dates</td> </tr> <tr> <td data-bbox="521 1545 641 1638">3</td> <td data-bbox="641 1545 1456 1638">Support the creation of education and outreach materials. Report numbers of tree plantings and planting events /dates</td> </tr> <tr> <td data-bbox="521 1638 641 1730">4</td> <td data-bbox="641 1638 1456 1730">Report numbers of tree plantings and planting events/dates. Distribute education and outreach materials</td> </tr> <tr> <td data-bbox="521 1730 641 1831">5</td> <td data-bbox="641 1730 1456 1831">Report numbers of tree plantings and planting events/dates. Distribute education and outreach materials</td> </tr> </table>	1	Report numbers of tree plantings and planting events dates	2	Report numbers of tree plantings and planting events dates	3	Support the creation of education and outreach materials. Report numbers of tree plantings and planting events /dates	4	Report numbers of tree plantings and planting events/dates. Distribute education and outreach materials	5	Report numbers of tree plantings and planting events/dates. Distribute education and outreach materials
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PE-7 Attitude Survey

PE-7	Attitude Survey	
		<p>BMP Description: The City will create survey to be utilized for this permit term. Conduct initial survey and analyze responses. If warranted, revise outreach articles and materials in response to initial survey.</p>
<p>Responsible Department Finance (Pub Comm)</p>	<p>Target Audience</p>	<p>Residents, public service employees, businesses, commercial and industrial facilities</p>
<p>Supporting Departments none</p>	<p>Year</p>	<p>Measurable Goal</p>
	<p>1</p>	<p>Identify topics to be covered in survey and develop survey questions</p>
	<p>2</p>	<p>Conduct initially survey, possibly through Georgetown biannual citizen survey</p>
	<p>3</p>	<p>Identify education and outreach approach revisions based on survey results and begin making revisions</p>
	<p>4</p>	<p>Continue education and outreach material revisions and distribute revised material</p>
	<p>5</p>	<p>Conduct follow-up survey and to evaluate success of outreach material revisions</p>

PE-8 FOG Campaign

<p>PE-8</p>	<p>FOG Campaign</p>	
		<p>BMP Description: The City will continue the FOG (Fats, Oil or Grease) campaign. Refine communication efforts to maximize citizen awareness.</p>
<p>Responsible Department GUS-Util.</p>	<p>Target Audience</p>	<p>Residents, public service employees, businesses, commercial and industrial facilities</p>
<p>Supporting Departments Pub Comm GUS Env GUS Sys Eng</p>	<p>Year</p>	<p>Measurable Goal</p>
	<p>1</p>	<p>Continue existing FOG campaign</p>
	<p>2</p>	<p>Identify target audience and identify campaign improvements to better reach target audience</p>
	<p>3</p>	<p>Update campaign materials as necessary to better reach target audience</p>
	<p>4</p>	<p>Continue updated campaign</p>
<p>5</p>	<p>Continue updated campaign</p>	

PE-9 Public Access to SWMP

<p>PE-9</p>	<p>Public Access to SWMP</p>	
	<p>BMP Description: The City will make the SWMP publically available online along with brief description of SWMP purpose and regulatory driver. Announce SWMP adoption through traditional or social media. Public notice regarding the planning and implementation activities related to developing and implementing the SWMP will comply with applicable state and local requirements.</p>	
<p>Responsible Department GUS-Env.</p>	<p>Target Audience</p>	<p>Residents, public service employees, businesses, commercial and industrial facilities</p>
<p>Supporting Departments Police Fire</p>	<p>Year</p>	<p>Measurable Goal</p>
	<p>1</p>	<p>Post SWMP on City website; provide any additional public notices necessary to meet State and local requirements</p>
	<p>2</p>	<p>Continue to provide online access to SWMP; provide any additional public notices necessary to meet State and local requirements</p>
	<p>3</p>	<p>Continue to provide online access to SWMP; provide any additional public notices necessary to meet State and local requirements</p>
	<p>4</p>	<p>Continue to provide online access to SWMP; provide any additional public notices necessary to meet State and local requirements</p>
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