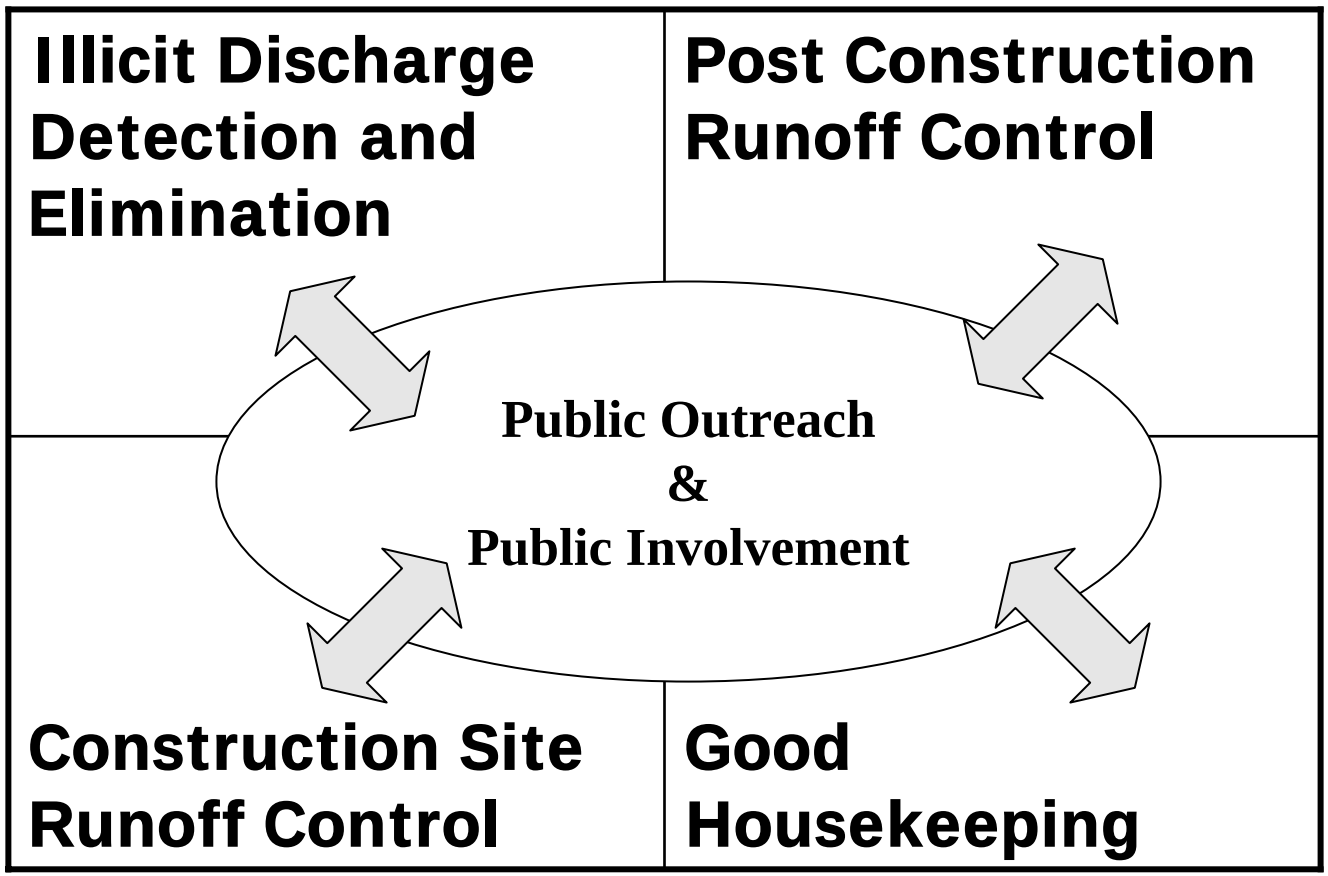
Public Education and Outreach and Public Participation / Involvement

Materials taken from
EPA Office of Wastewater Management webcast titled:

Getting in Step: Using Outreach and Public Involvement to Meet your Stormwater Phase II Goals found on EPA's web site http://cfpub.epa.gov/npdes.

Stormwater Phase II Final Rule



Public Education and Outreach

- Phase II MS4 are required to:
  - educate their community on the pollution potential of common activities and increase awareness of the direct links between land activities, rainfall runoff, storm drains, and their local water resources.
  - Most importantly give the public clear guidance on steps and specific actions they can take to reduce their stormwater pollution-potential

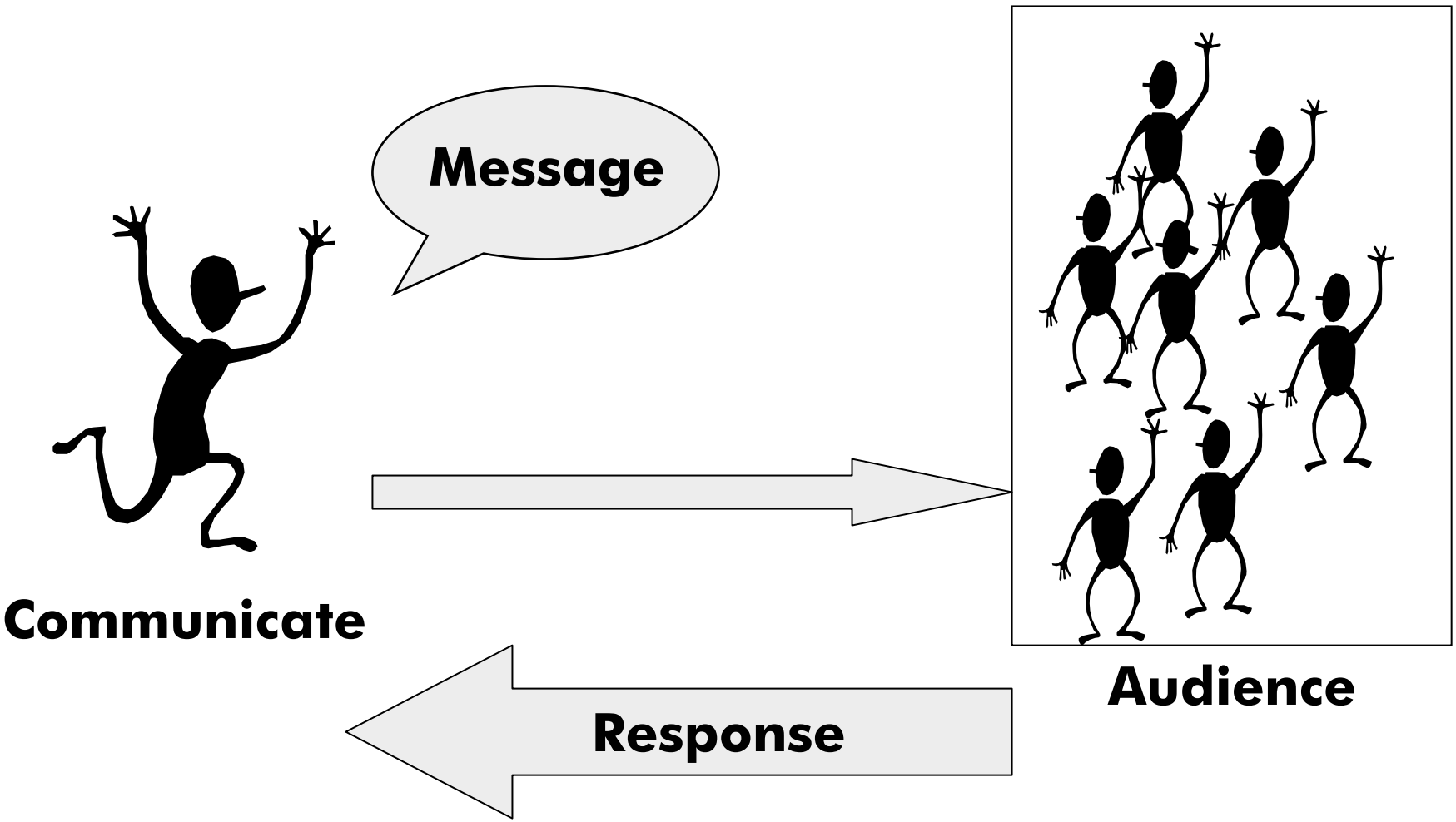
Public Education and Outreach

- Utilize partnerships with other governmental entities to fulfill this minimum control measure
- More cost-effective to use an existing and materials or develop a regional program than numerous MS4 permittees developing their own programs independently
- Seek assistance from non-governmental organizations (environmental, civic, and industrial) that have developed materials and conduct outreach activities

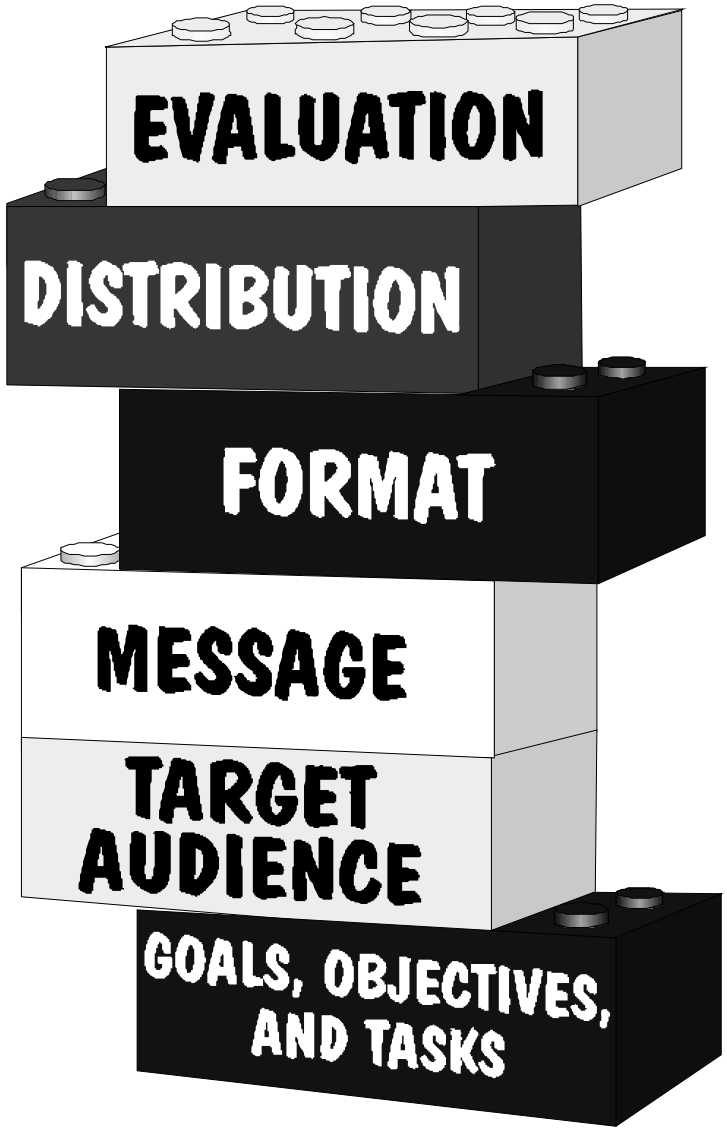
Public Involvement/Participation

- Phase II MS4 are required to:
  - Follow all State, Tribal, and local public notice requirements when implementing their stormwater program
- To be effective, opportunities for public involvement should be built into the fundamental process of community stormwater management
  - Serving as citizen representatives on a local stormwater management panel
  - Attending public hearings
  - Working as citizen volunteers to educate other individuals
  - Participating in volunteer activities such as storm drain marking, volunteer monitoring, wetlands plantings

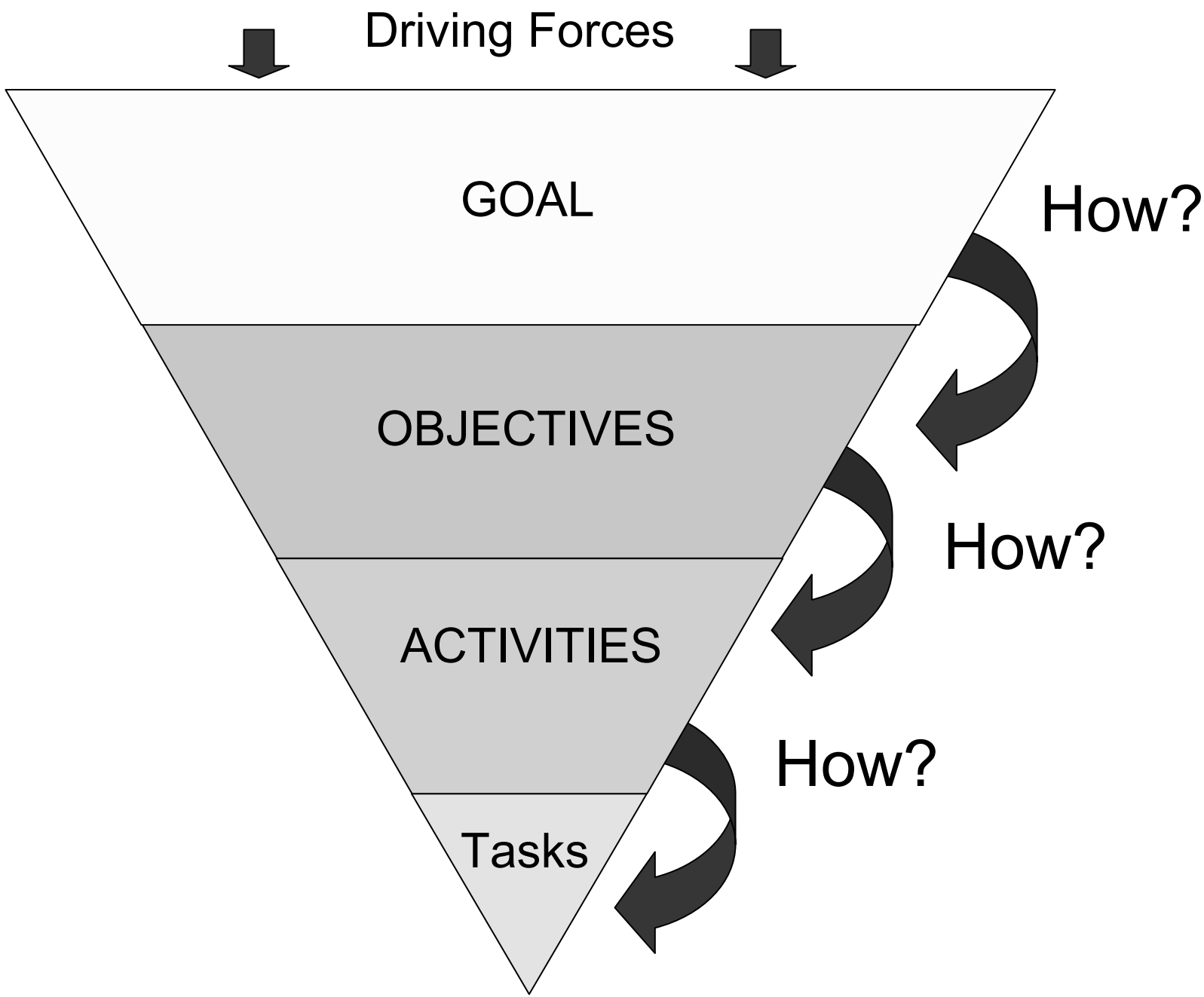
What Is Outreach?



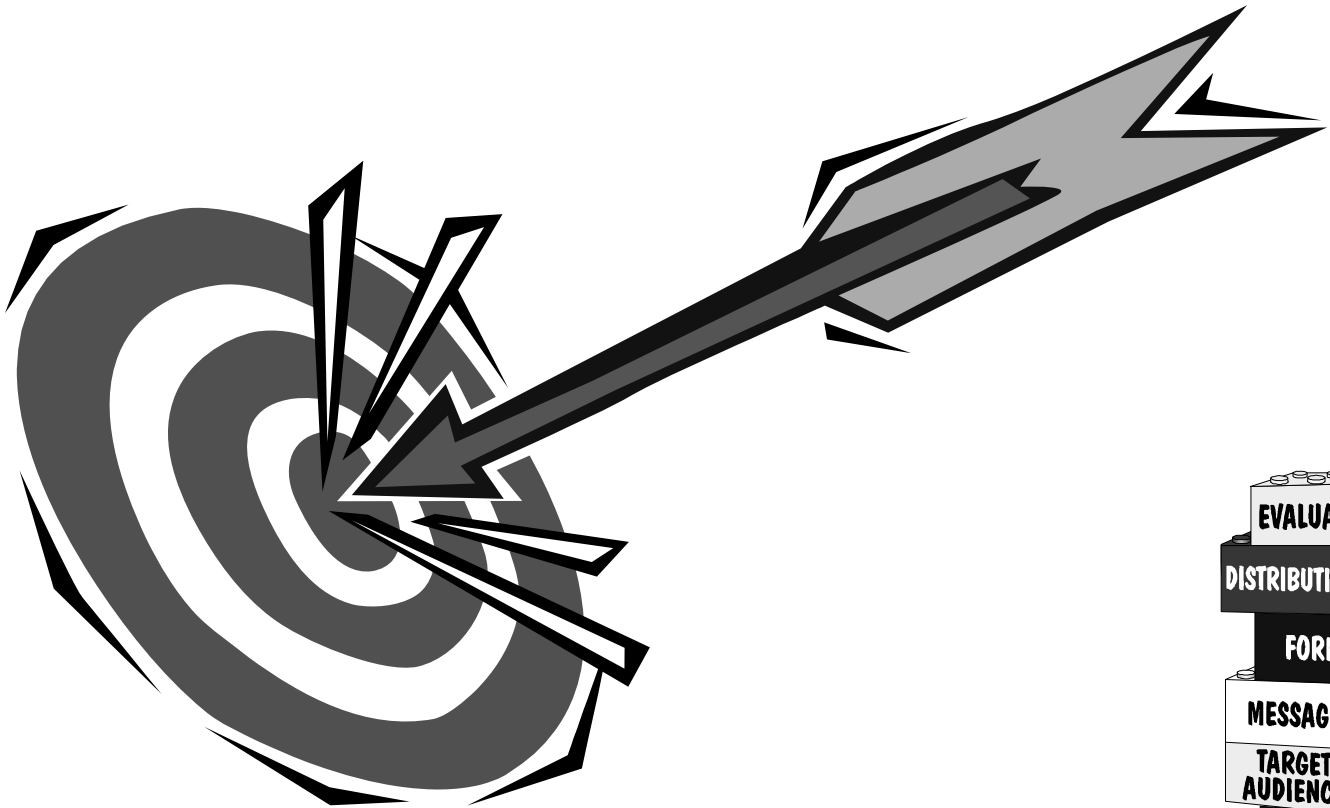
Outreach Building Blocks

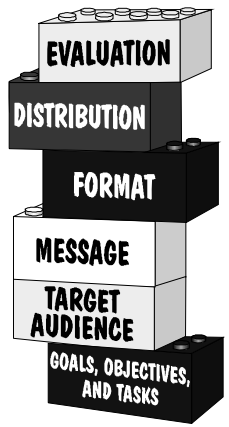


Step 1: Driving Forces Goals and Objectives


Driving Forces
GOAL
How?
OBJECTIVES
How?
ACTIVITIES
How?
Tasks

Step 2: Target Audience





You must implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.


Location
Age
Behavior
Occupation

- Demographics
- Knowledge of the issues
- Communication channels
- Attitudes/perceptions

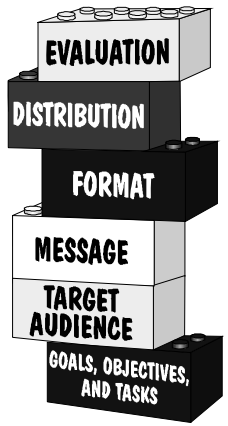
- Focus groups
- Phone interviews
- Pre/post surveys
- Public agencies
- Community leaders
- Trade associations

4. What is the most common cause of pollution of streams, rivers, and oceans? Is it...	
a. Dumping of garbage by cities	14
b. Surface water running off yards, city streets, paved lots, and farm fields	**28**
c. Trash washed into the ocean from beaches, or	4
d. Waste dumped by factories?	45
Don't know	9

Source: NEETF. http://www.neetf.org/roper/roper2001-d.htm

- Do you have enough information on your audience?
- Consider involving members of the target audience in the outreach effort.

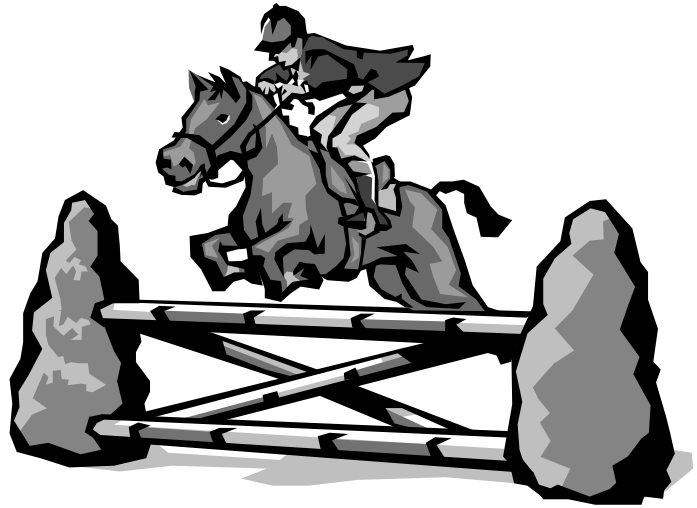
Step 3: Message



What Barriers Prevent Behavior Change?

- Too hard to do
- Takes too long
- Added costs or no cost savings
- Don’t know how to do it
- No one else is doing it
- Tried it once and it didn’t work

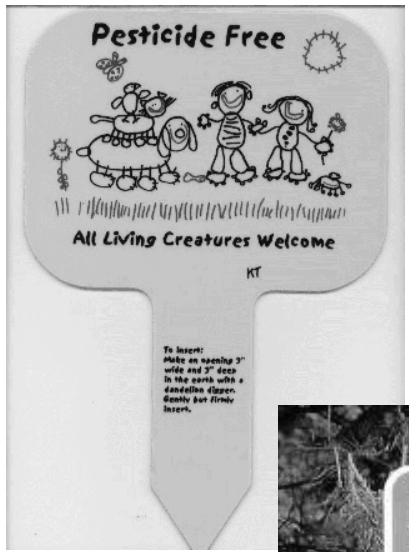
Overcoming Barriers



- Everyone else is doing it (or not doing it)
- We'll teach you how to do it
- Save money/get money
- It takes 5 minutes or less
- It's the cool thing to do
- You'll get a reward if you do it

Tools for Changing Behaviors

- Social norms
- Commitments
- Prompts
- Incentives
- Simple, vivid communication



Commitments

- Pledges (verbal or written)
- Donations (time/money)
- Sign-ups
- Petitions

Prompts


PET WASTE
TRANSMITS DISEASE
LEASH-CURB AND CLEAN UP
AFTER YOUR
PET
IT'S THE LAW
$25.00 TO $200.00 FINE


DON'T TRASH
FRESN
FastPay
Sale
Gallons


NO DUMPING!
DRAINS TO BAY

Incentives

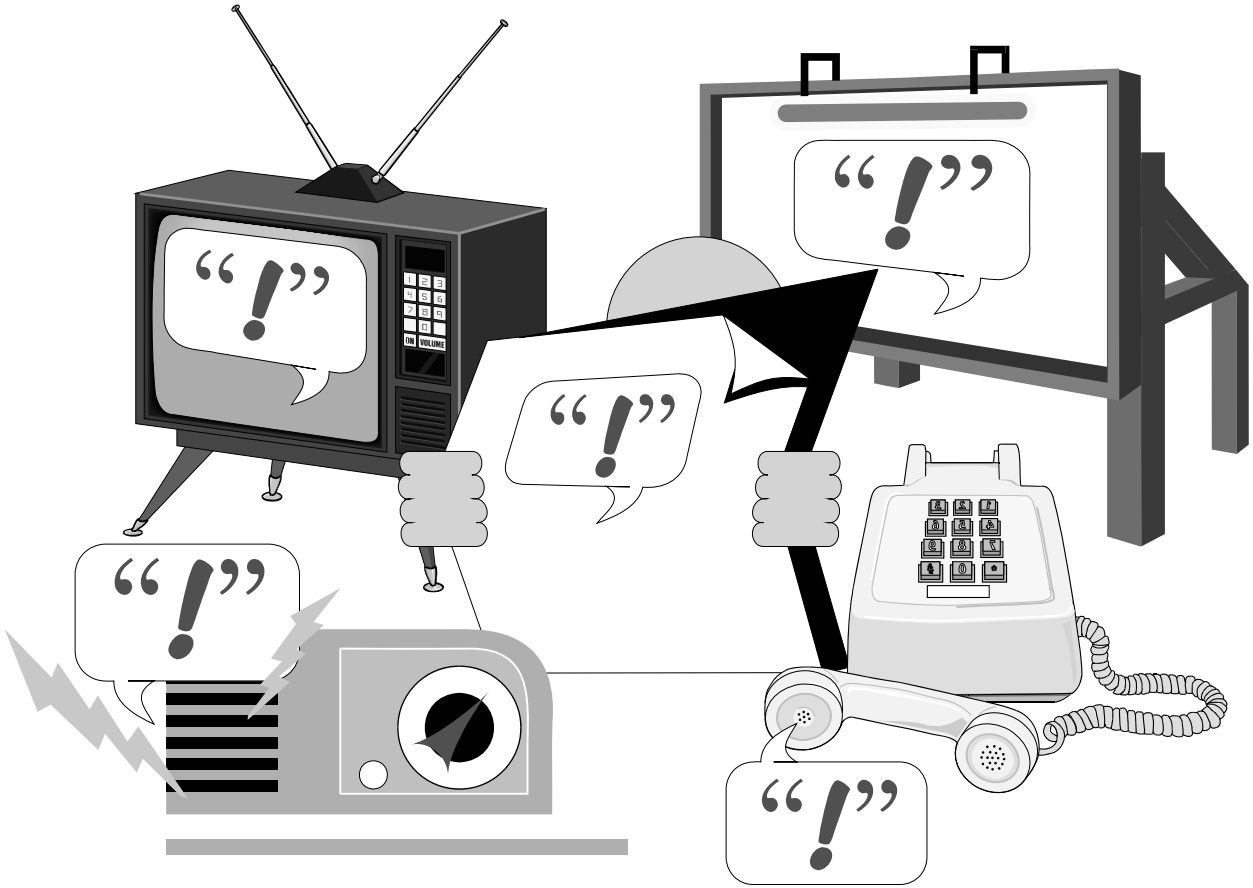
- Money, money, money, money
- Free stuff
- Recognition

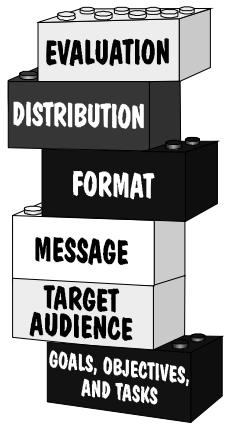
Keep it simple ******, and Vivid!

- Don’t litter
- Pick up after your pets
- Only rain goes in the drain
- Dirt is a 4-letter word
- 10 things you can do...


Sponsored by the Texas Natural Resource Conservation Commission and the U.S. Environmental Protection Agency
IF YOU THINK
PICKING UP
DOG POOP
IS UNPLEASANT,
TRY DRINKING IT.
Pet waste washes into storm drains, polluting our rivers, lakes and drinking water sources. Get the scoop.
1-800-CLEAN-UP
PLEASE DON'T FEED THE STORM DRAIN

Step 4: Format





Format: Displaying the Message

- Print (newsletters/flyers/posters/ads)
- Broadcast Media (PSAs/news stories)
- Electronic Media (Web sites)
- Stuff (magnets/totebags/coupons/rainbarrels)
- Training (mini-courses/community meetings)
- Events (stenciling/community fairs)

Formats

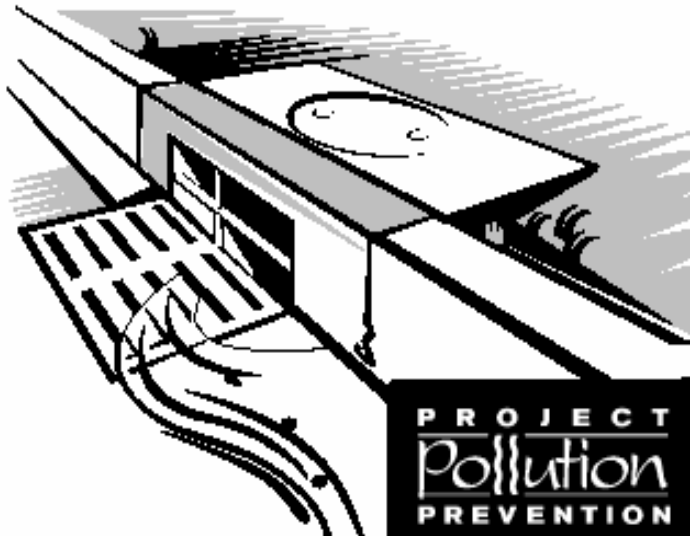
- **Brochures and Fact Sheets**
  - **Can be distributed widely**
  - **Provide more detail on issues**
  - **Different shapes and sizes**

Storm Drains are for Rain...

More than 150,000 times each month, lawns and gardens throughout LA County are overwatered. This can cause fertilizers and pesticides on grass and plants to flow into storm drains and to the ocean, untreated — harming the environment.

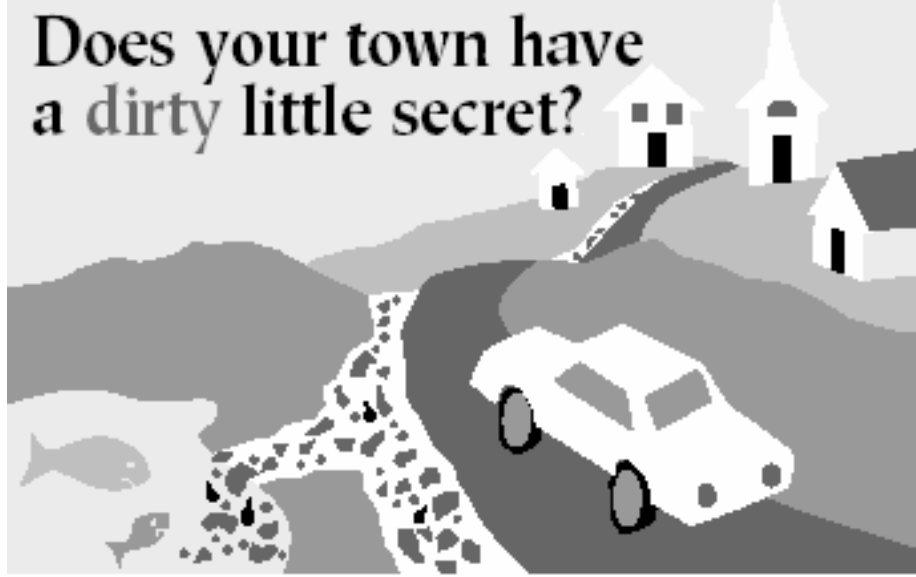
Please use fertilizers and pesticides wisely, not before a rain, and water carefully.

...not fertilizer.



PROJECT Pollution PREVENTION

Does your town have a dirty little secret?



Soil erosion could be "e-roading" your tax dollars away.

Erosion is the biggest threat to Maine's water quality. And in many towns, gravel roads are the number one cause. Erosion not only costs you, the taxpayer, money, but also causes unseen – and untold – harm to our waterways: soil hurts fishes' gills, affects water flow, and carries a lot of oil and other chemicals that contaminate the water, and lead to scummy green lakes.

So next time it rains, check out the roads in your area:

- Are they properly crowned to shed water, or does each storm leave potholes and ruts?
- Are ditches stable, or are they eroding and adding to the problem?
- Is run-off going into natural vegetated areas, or straight into lakes or wetlands?

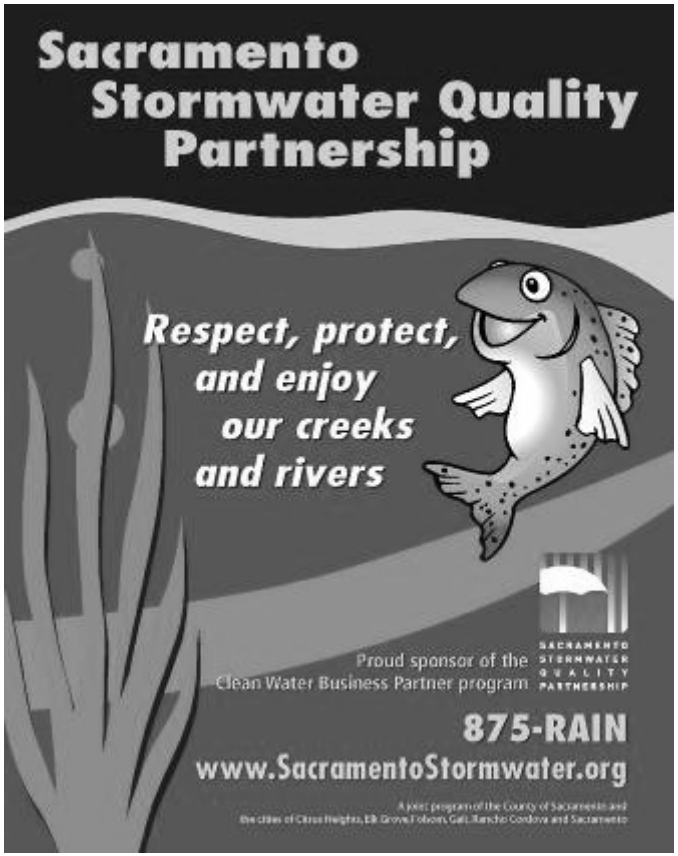
The good news is that all these problems *can* be fixed – often at a cost that saves the taxpayers money in the long run.

If you see erosion problems on your roads and ditches, or just have questions, talk to your town officer or call us at 1-800-452-1942.

EROSION
It's adding our waters

A program of the Maine Department of Environmental Protection

www.MaineDEP.com



Same Artwork ....Multiple Uses

County of Sacramento and cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento
$225,000 outreach budget:

- **Media outreach**
- **School and classroom presentations**
- **Integrated Pest Management (IPM)**
- **Local business outreach**
- **Residential outreach**
- **Storm drain marking**

Protect our water

Water pollution has many sources—dog waste, leaves, litter, oil, soil, and pesticides all contribute. Learn how you can help keep pollution out of our water.

Storm water MATTERS!
CITY OF MEMPHIS

A storm water expert will explain why storm water matters and invite citizens to join the fight against pollution. Free refreshments. For more information call **576-6721.**

PUBLIC MEETING:

City of Memphis and Shelby County residents

Monday, May 17

6:00-7:00 p.m.

Memphis Botanic Garden

750 Cherry Road

Postcard

Help Prevent Water Pollution

Storm water MATTERS!
CITY OF MEMPHIS

Call to learn more about preventing water pollution in your neighborhood.

YOU *CAN* MAKE A DIFFERENCE
Call 576-6721

Utility Bill Insert

Posters for Businesses

Automotive Salvage Yards
BEST MANAGEMENT PRACTICES

BMPs

Drain all fluids from vehicles when they arrive and store them separately.

Al recibir los vehículos, drenelos de todos los líquidos y almacenelos separadamente.

Use designated wash areas for cleaning automobile parts.

Use las áreas designadas de lavado para limpiar las partes de automoviles.

Cover and berm auto dismantling and material storage areas.

Cubra y haga un arcen en las areas de desmantelar automoviles y de almacenamiento de materiales.

How to Prevent Stormwater Pollution at an Automobile Salvage Yard

Properly dispose of hazardous waste.

Deshagase apropiadamente de los desperdicios peligrosos.

Immediately clean up spills using dry methods.

Limpie cualquier reguero inmediatamente con materiales secos.

Land and Air Transportation Facility
BEST MANAGEMENT PRACTICES

BMPs

Place drip pans under vehicles waiting for maintenance.

Coloque ollas para recoger goteras debajo de los vehículos que estan esperando mantenimiento.

Clean parts and equipment only in designated wash areas.

Limpie partes y equipo solamente en las areas designadas de lavado.

How to Prevent Stormwater Pollution at a Land or Air Transportation Facility

Recycle fluids and properly dispose of waste.

Reciclе liquidos y deshagase de desperdicios apropiadamente.

Maintain a clean facility by sweeping and cleaning up spills and leaks.

Mantenga el local limpio: barra y limpie goteras y regueros.

PROJECT Pollution PREVENTION

Objects of Everyday Utility

- **Stuff:**
  - **Magnets**
  - **Stickers**
  - **Water bottles**
  - **Drink cozies**
  - **Mouse pads**
  - **Storm drain markers**

- **Public Meetings**
- **(Call them community forums)**

Fairs…


What Is Rockdale About It?
What Will It Take to Plan Work?
RYAN
ADAM
Booth

PASSPORT
TO YOUR
WATERSHED

Clean ups

Volunteer monitoring

Stormdrain Stenciling

Give Awards...


WHATCOM WATERSHEDS PLEDGE
Pledge Home
Residents
Businesses
Boats
Farms
WA Dept. of Ecology
Pledge Businesses
Business Checklist
P2 Manual
Newsletters
Links
The Business Pledge
The Whatcom Watersheds Business Pledge helps Whatcom County businesses prevent pollution to their watersheds. (click here to see our brochure-534kb). Businesses that adopt some of the pollution prevention practices we recommend receive an attractive pledge plaque to display in their store or office, recognition in local publications and access to additional incentives.
HUMBOLDT
TODAY'S SPECIALS
PLEASE DON'T LITTER
OUR WATERSHEDS
OPEN

The Media

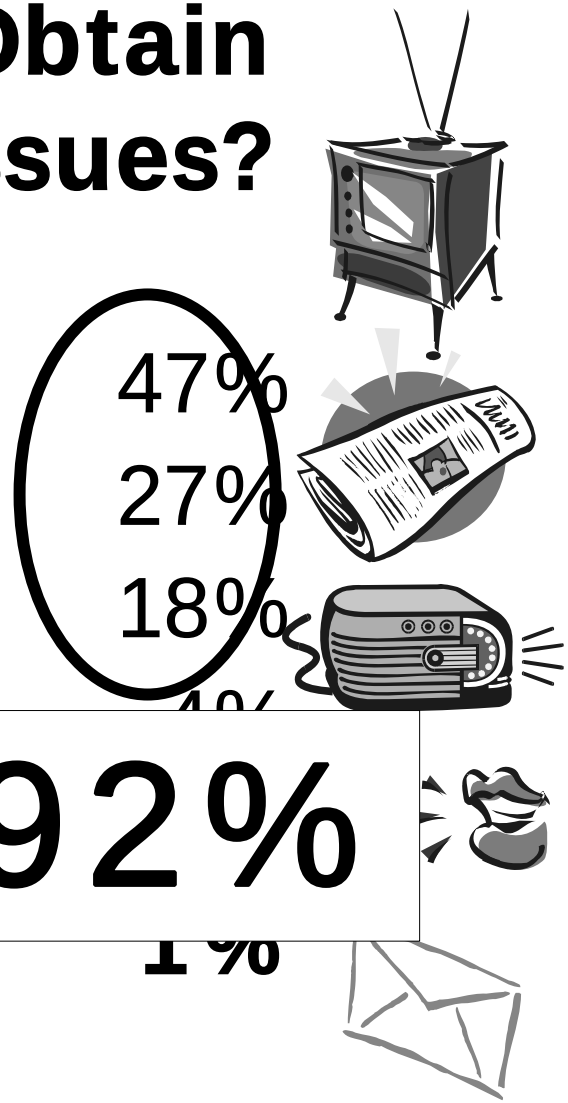
News Media

- Radio
- Newspaper
- Television
- Magazines

Electronic media

- Listservers
- Web sites
- CD-ROMs

Where Does the Public Obtain Information on Water Issues?



Local television news	47%
Local newspapers	27%
Radio news programs	18%
Friends, family, neighbors	4%
Environmental mailings	2%
Community leaders	1%

92%

Source: Lake Research Inc; for the Upper Mississippi Basin

Tips for working with reporters

- Establish a relationship beforehand
- Return calls, respect deadlines
- Be open and accessible
- Provide appropriate background info
- Be proactive rather than reactive
- Provide feedback on coverage

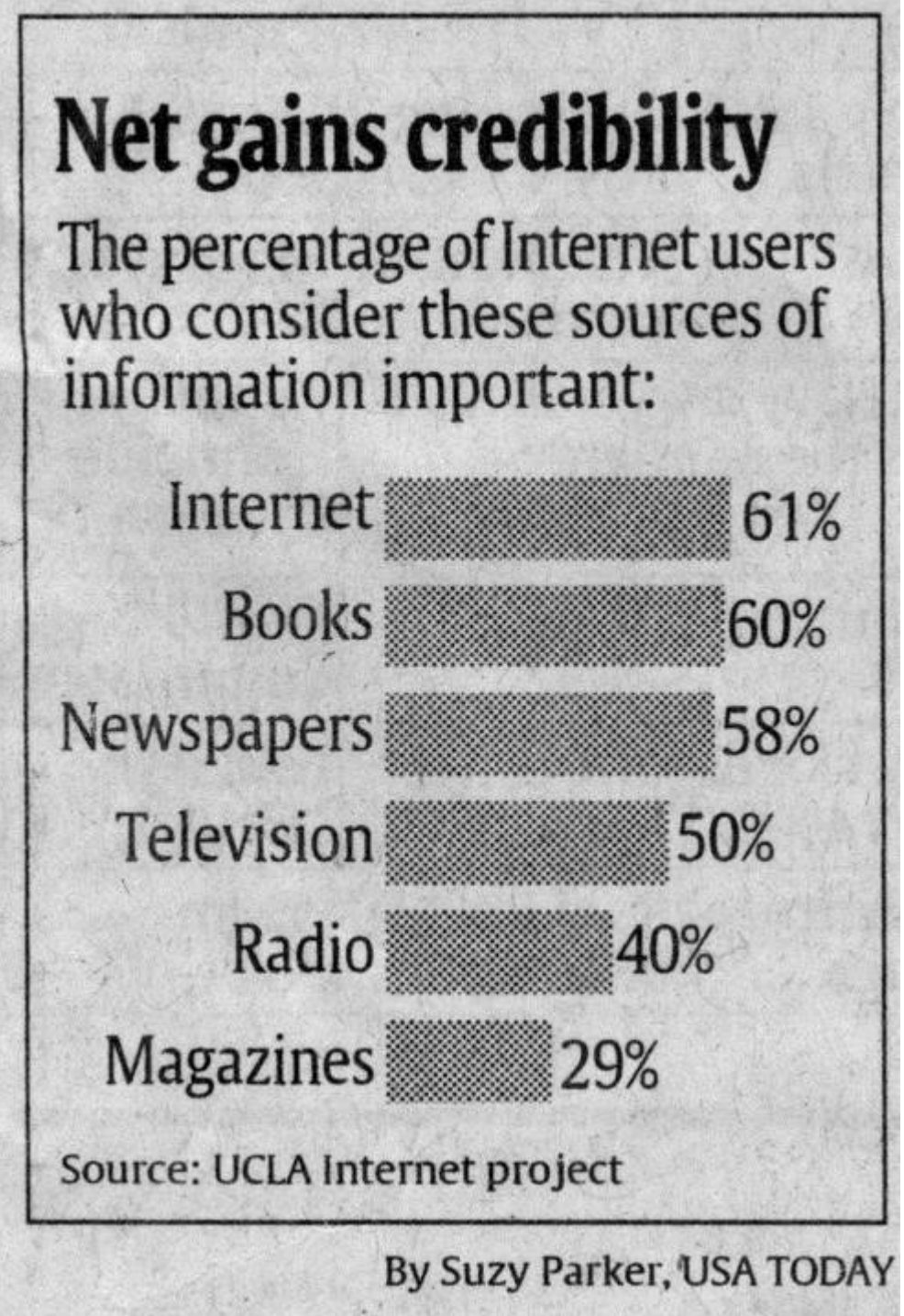
Partnering with local TV stations to add content to ‘Weather PLUS’ broadcasts

Videos

www.epa.gov/weatherchannel

Formats

- Web Sites
  - Reach larger audiences
  - Adaptable/changeable
  - Beyond the 30-second spot



In 2002, 61 percent of all users considered the Internet to be a very important or extremely important source of information.

Add those who said the Internet is a moderately important source of information, and the total increases to 91 percent.

Source: UCLA World Internet Project, www.ccp.ucla.edu

CharMeck.org Business eServices Government Visitors Departments Search CharMeck.org Go

Charlotte-Mecklenburg
Storm Water Services
704-336-RAIN

About Us
CMSWS or Water Co.
Easements
Flood Safety
Floodplain Permits
Forms
Lakes
Pollution Prevention
Service Requests
Volunteer

Departments / Storm Water

Charlotte-Mecklenburg Storm Water Services works to:

- Control storm water runoff
- Prevent or reduce flood risks
- Restore the natural and beneficial functions of the floodplain
- Protect the quality of water in our creeks and lakes
- Maintain storm drainage systems

Charlotte-Mecklenburg STORM WATER Services

Why is there a storm water fee?

Drainage and flooding problems

Report pollution in a creek or lake

What not to put in a storm drain

Is my property in a flood zone?

Storm water projects

Get involved!

View Text-Only
Print This Page
Events Calendar
311 Web Requests
Maps/GIS Locator
Notify Me
Site Help

Proposed Changes to Floodplain Ordinance

Floodplain Mailer

Developers, Contractors, Engineers & Regulators

Sediment and Erosion Control

Educational Resources

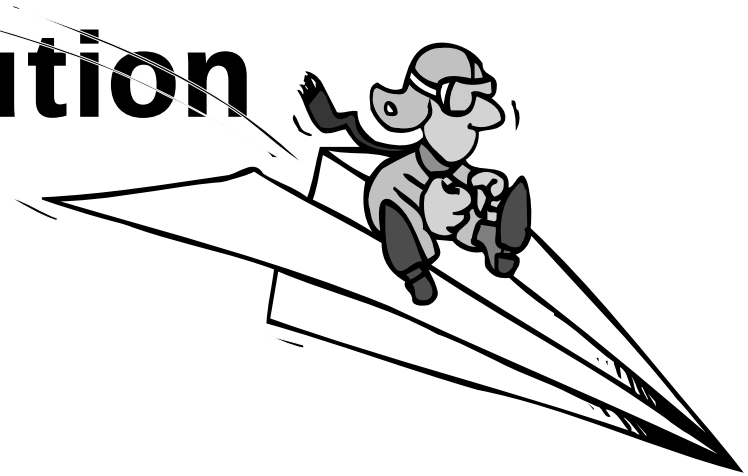
Send Feedback

Include email for reply

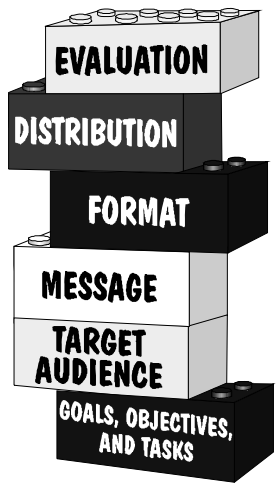
Send

311 Web Requests | Notify Me | Maps/GIS Locator

Step 5: Distribution



- How will you distribute your materials?
- Who will distribute the message?



Distribution

Delivering the message . . .

Mail
Phone
Door-to-door
Events
Presentations

Piggybacking
Media
Stakeholder-stakeholder
Conferences/workshops
Targeted businesses

Who is your messenger?

- **Who does your audience trust?**
- **Who does your audience believe?**

Conservation Cowboy from Grapevine, Texas.

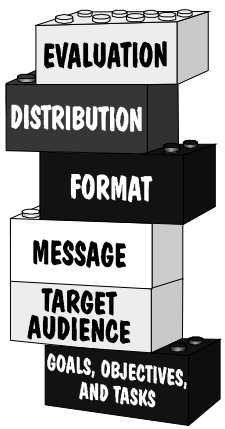
- Great program awareness builder
- Has fans
- Draws audiences

MASCOT:
Eddy
Trout

- Will your materials elicit the reaction you want?
- How do you know?

Step 6: Evaluation

?



Why evaluate?

- To meet reporting requirements
- Understand what went right and wrong
- Helps with your annual report!

Public Education and Outreach – BMPs and Measurable Goals

- BMP: Stormwater education program for school age children
  - Measurable goal: A minimum of 25% of all school age children (K – 12) will be educated every two years on stormwater pollution by providing the school districts with materials including videos, live presentations, brochures, and other media
  - Justification: Educating school age children on stormwater and water quality practices will help promote public awareness
  - Measurable parameter: Number of classes and number of students that attend/participate in MS4-sponsored stormwater presentations or workshops

Public Education and Outreach – BMPs and Measurable Goals

- BMP: Stormwater education materials for restaurant owners
  - Measurable goal: Outreach material on proper stormwater management practices for restaurants will be produced within one year.
  - Justification: Restaurants have been identified as a contributor of oil and grease into both storm and sanitary sewers.
  - Measurable parameter: Number of educational materials created and distributed to business owners and operators, number of illicit discharges of oil and grease from restaurants

Public Involvement/Participation – Measurable Goals

- BMP: Hold public meetings to receive input on the proposed stormwater program
  - Measurable goal: Three public meetings will be held on the City's stormwater management program.
  - Justification: Public meetings are an excellent way to inform citizens about stormwater impacts and gain support for the stormwater management program. Key issues can be described and discussed during the meeting.
  - Measurable parameter: Number of meetings held, number of attendees, number of actions taken as a result of the meetings

When do you evaluate your program?

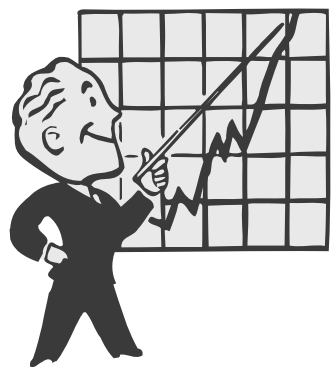
- ✓Before
- ✓During
- ✓After

Before ...

- Are the objectives consistent with the goals?
- Will the message be accepted and understood by the target audience?
- Will you be able to measure the objectives?
- Do you have enough resources to implement the activities?

During…

- Those indicators related to the execution of the outreach campaign itself.
  - —Did you meet your activity target dates?
  - —Did you allocate enough staff?
  - —Did you keep to the budget?
  - —Stats!
    - # of brochures
    - # of web site hits
    - # of newspapers running the ads and readership
    - # of storm drains stenciled
    - # of volunteers attending activities



After...

- Did we meet our milestones?
- “What happened for the money spent?”
- Did the target audience change their behavior?
  - Pounds of household hazardous waste collected
  - Number of calls reporting illicit discharges
  - Number of people surveyed with increased knowledge of stormwater issues
  - Number of people surveyed with changes in behavior
- Are there water quality improvements?

Write it down

- Assign responsibilities
- Assign costs
- Develop timelines

Case Study: Austin, Texas

- Keeping Pet Owners Responsible
  - Approximately 30,308 dogs live in the Town Lake watershed (Austin)
  - Produces approximately 1, 327 pounds of dog waste per day or 250 tons per year
  - Scoop the Poop started in 2000 is run by Austin's Watershed protection and Development Review Dept. and Parks and recreation Departments

Case Study: Austin, Texas

- Keeping Pet Owners Responsible
  - Provided more than 100 Mutt Mitt dispensers and biodegradable bags in Austin area parks
  - Sent a flyer to veterinarians and humane societies about the program and presents a booth at dog walk events
  - Pet Waste Ordinance which states that it is unlawful for any person to fail to promptly remove and dispose of wastes left by their dog or cat on public or private property.
    - Park Police enforce the ordinance
    - Potential fine is $86
    - Health Department responds to reports of homeowners failing to pick up after their pets.

Case Study: Austin, Texas

- Mutt Mitts Distributed
  - 75,000 in 2001
  - 120,000 in 2002
  - 400,000 in 2003
  - 540,000 in 2004
- 115 Scoop the Poop boxes throughout the City
- City believes that it has removed 135,000 pounds of waste (and associated bacteria) from the watershed