

PUBLIC INFORMATION AND EDUCATION PLAN

PURPOSE: To develop and implement an education and outreach program that includes public education and outreach on stormwater impacts

DISCUSSION:

a. The MS4 stormwater permit of 2022 requires continued development and implementation of a public information and education plan (PIE).

b. TDEC continues to emphasize the need for greater public education and outreach to specific audiences: the public, engineering and development community and employees. The Town is to participate in at least two events targeted at the public and the engineering and development communities and train applicable employees.

c. TDEC also specifies the need for public involvement/participation opportunities targeted at the general public and the commercial and industrial communities. The Town is to invite public participation opportunities in development of the Stormwater Management Program/Plan, this Plan, implementation of the new permit ordinances/procedures/etc, the review of subdivision plans including SCMs and a means of reporting illicit discharges including illegal dumping.

d. The Town's program to date has been to include storm water information on the web site, and at public meetings of the Planning Commission and BMA at which the public can participate and in newspaper announcements when required by law.

e. The Town's web site emphasizes public input being welcome. The Town also participates in the TNSA education program.

THE PLAN:

A. PUBLIC EDUCATION AND OUTREACH

1. The Town will target the three audiences identified in the TDEC permit which are, The General Public, The Engineering & Development Community, and Employees. This will be accomplished by placing educational materials on the web site which address issues specified in the MS4 permit; providing educational materials at public events such as festivals, block parties and the like; providing educational materials at the library and by educating the Public Works employees.
2. The General Public educational events will be addressed to advise the audience of:
 - a. How normal activities can impact water quality

- b. To make operators of all stormwater devices including permanent BMPs/Stormwater Control Measures (SCMs) aware of the importance of maintenance activities
- c. Being aware of the proper storage, use and disposal of pesticides, herbicides, fertilizers, oils and other automotive related fluids, and
- d. Being aware of the importance of identifying and reporting procedures for illicit connections/discharges, sanitary sewer seepages, spills, illegal dumping and the like.

There will be at least 2 activities during the 5 year permit cycle. Multiple topics and audiences may be addressed at each event. Measurable goal will be the number of materials taken at each event.

3. There is not an Engineering or Development Community in the Urbanized Area. Accordingly, educational activities for these communities will be to include specific information addressed to them on the web site as well as to have a handout on the table at the educational event. Measurable goal will be that the information is on the web site and educational table.
4. The Town has identified employees of the Public Works Department as being the employees whose daily activities may impact water quality. Current employees will receive stormwater pollution control training which will include making the employees aware of how daily operations may impact water quality; of following procedures in the Operations and Maintenance Plan and of the importance of identifying and reporting illicit connections/discharges, sanitary sewer leakages/problems, illicit spills and illegal dumping. New hires or transfers will receive the training within 6 month of being hired/transferring to the department. All will receive this training at least once during the 5 year permit period. Additional training is encouraged. Records of the training will be maintained. Measurable goal will be that all who require training that period are trained.

B. PUBLIC INVOLVEMENT/PARTICIPATION

The Town will continue to advise the public and the commercial/industrial communities of the participation opportunities on the Web Site to include specific information on identified events such as development of the Plan. The membership of the Planning Commission has agreed to act as a Citizen Advisory Committee. As such, they will participate in the development of major actions such as development of this Plan.

Stormwater information and public notices will be on the web site. Newspaper notices will be made when specifically required by law/rule.

As previously stated, the Town will provide a forum and a structure by which the public is encouraged to participate. We will do this by:

- a. Continue the present program, additionally,
- b. Respond to any public questions/comments in as positive a way as possible. Try to get the individual(s) involved.
- c. Periodically, review the EPA and TNSA web sites for BMPs or other information which may be pertinent and download same, if any. Share with the public.
- d. We will also update the web site to include educational topics which target the following:

- (1) General public awareness of the impacts on water quality from general housekeeping maintenance activities;
- (2) Home owner associations and other operators of permanent BMPs awareness of the importance of maintenance activities;
- (3) Local engineering and development community awareness of the stormwater resolutions, regulations, and guidance materials related to long-term water quality impacts;
- (4) General public and professional chemical applicators awareness on the proper storage, use and disposal of pesticides, herbicides, and fertilizers use;
- (5) General public and related commercial and professional stakeholders awareness on the proper storage, use, and disposal of oil and other automotive -related fluids;
- (6) General public and highway department employees on the awareness of identifying and reporting procedures for illicit connections/discharges, sanitary sewer seepage, spills, etc.;
- (7) Local engineering, development, and construction community awareness of stormwater ordinances, regulations and guidance materials related to construction phase water quality impacts; and
- (8) Maintenance employee/contractor awareness of water quality impacts from daily operations.

2. Additionally, we will download brochures or similar items (if any on pertinent subjects can be found) to advise the public and those categories identified in paragraph Id, above, of possible water quality impacts of ordinary actions.

3. We will also review this plan at least annually as we prepare the annual stormwater report and change if needed.

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